

What Happened In Vegas...

What happens at Cosmoprof doesn't stay on the exhibit floor. This annual event serves as a showcase for innovative products and ideas sure to impact the beauty marketplace.

COSMOPROF NORTH AMERICA, which was held July 19-21 in Las Vegas, continued its position as a premier business-to-business beauty event, with 625 exhibiting companies and more than 22,500 attendees including importers, distributors, manufacturers and global beauty leaders. As in years past, Cosmoprof North America attracted new and innovative brands in addition to industry leaders such as Creative Nail Design, Rusk, Tigi, Essie, Jessica Nails, Orly, Ahava, OPI Nail, Alberto Culver and Schwarzkopf & Henkel.

The slate of special educational seminars drew 600 attendees, according to show organizer American Beauty Events LLC. In addition, this year's show welcomed PBA Beauty Week, which offered unlimited networking, education and professional growth opportunities.

Through close-knit collaborations



Attendees hit the show floor at Cosmoprof North America, held July 19-21 in Las Vegas.

By offering one-on-one meetings between senior buyers from prestigious retailers such as Bliss, Henri Bendel, HSN, PureBeauty, Beauty Collection, and Wynn Las Vegas Apothecary, selected brands that were part of Discover Beauty were able to present their products for immediate consideration and feedback from the decision makers, according to show organizers.

Additionally, this year's show continued the successful Discover Beauty-Spa program, which through collaboration with the Las Vegas Spa Association (LVSA), brought spa directors from some of the largest spas in the country to one-on-one meetings. Featured spa directors/buyers came from The Spa at Wynn Las Vegas and Encore, Canyon Ranch SpaClub, The Spa at ARIA, MGM Grand Spa, and The Spa at Mandarin Oriental, Las Vegas.

Also presented at the show was the 2009 Discover Beauty Award, which was presented TouchBack by ColorMark, hair color in a marker for touch-up for gray roots. Twenty brands participated in the program, each judged on packaging, overall brand concept and likelihood to succeed in the beauty marketplace. Voting on the brand were representatives from retailers including Henri Bendel, Home Shopping Network, Kalologie and PureBeauty as well as various beauty bloggers.

Cheryl and Jim Markham, founders of PureOlogy, were also honored during Cosmoprof North America with the City of Hope 2009 Spirit of Life Award.

Cosmoprof North America 2010 is planned for July 18-20 at the Mandalay Bay Convention Center in Las Vegas.

More info: 800-557-3356 or www.cosmoprofnorthamerica.com.

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