

COMOPROF NORTH AMERICA WHERE BEAUTY AND BUSINESS COME TOGETHER

Cosmoprof North America, held July 19-21 at the Mandalay Bay Convention Center in Las Vegas, brought all segments of the professional salon industry together in an encompassing business-to-business gathering. This year's event hosted 625 exhibitors who reached more than 22,500 attendees. New brands, established brands, distributors, manufacturers reps and salon and spa professionals agreed that there was something at this event for everyone.

International visitors exhibited at special country pavilions and the International Buyer Program united buyers and sellers from around the world. The Discover Beauty section of the show floor was devoted to helping emerging brands come to market by offering a conduit to interested buyers.

Education and business development are an im-



DISCOVER BEAUTY

The Discover Beauty area of the Cosmoprof exhibit floor brings new brands together with interested buyers.



SHOW FLOOR

Attendees from all segments of the professional beauty industry visited America 2009.

The study was presented by strategic planner Neil Stern, PBA members Sara Jones of Joico and Edwin Neill of Neill Corporation, and salon owner Cary

O'Brien. The study offered landmark information on salon retail potential and stylist and client attitudes regarding the selling and purchasing of professional products in the salon.

Cosmoprof also included the prestigious North American Hairstyling Awards, the presentation of the first PBA Beautiful Humanitarian Award to Nancy O'Dell of *Access Hollywood* and the City of Hope Spirit of Life Award honoring Jim and Cheryl Markham, founders of Pureology.

Cosmoprof North America 2010 is scheduled for July 18-20 at the Mandalay Convention Center. For information on attending or exhibiting, visit cosmoprofnorthamerica.com.

EDUCATION

Educational seminars for manufacturers and distributors covered a wide range of topics through presentations, roundtable discussions and expert panels.



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