



IZUNAMI reps prepare for the day.



IZUNAMI's Mr. Mike Kim



Lash perm demonstration at the JB Cosmetics booth.



Mr. Larry Pata speaks with reps at Cosmoprof.



J.F. Labs/AFAM Concepts booth



Spillo Worldwide reps speak with an attendee.



Bonfi Naturals rep



Np2 Beauty's Fred Caputo with models.



HAIR U WEAR booth



The Andis booth stayed busy during the show.



Metropolis booth



Forsythe Cosmetics booth



OTC
BEAUTY MAGAZINE
August 2009
Cash in on Cosmetics
So Good Beauty Supply
A Retail Success Story
Motions

by Alesia Jackson



COSMOPROF

NORTH AMERICA LAS VEGAS

“What happens in Vegas, stays in Vegas,” except of course when it comes to Cosmoprof North America (CPNA). Anything that happens at this beauty event is likely to be shared with buyers, OTC store owners, distributors, manufacturers, sales reps and anyone else with a vested interest in the business of beauty. On July 19-21, companies from nearly every corner of the globe met to talk about all things beauty at one of the industry’s largest business-to-business events. Although show management reported an eight percent drop in overall exhibitor participation, there were still 625 companies represented. In addition, the show floor traffic appeared to remain fairly steady throughout the event. Companies featuring everything from clippers to packaging, private labeling, makeup, hair care items, nail care and accessories and skin care were in attendance. The Discover Beauty segment of Cosmoprof was also back in 2009 for the third year in a row due to the overwhelming response it has received in previous years. In addition, CPNA’s Emerging Beauty segment – which launched last year – was also expanded.

This year, CPNA was held in cooperation with several different events including the Professional Beauty Association’s North American Hairstyling Awards, the City of Hope Gala, Beacon and Best Practice Club. Dubbed as “PBA Beauty Week,” these events offered PBA members, CPNA exhibitors, attendees and salon professionals a chance to come together at one comprehensive event. This allowed beauty members from all areas of the industry to network and learn from one another.

Overall, Cosmoprof 2009 was well-received by attendees and exhibitors as evidenced by Andis Company’s Fred Koeller, vice president of marketing. Koeller stated that just about everything Andis introduced at the show was well-received. “We’ve introduced pretty groundbreaking items and our customers appreciate our efforts, and that we’re developing so many different items and new technologies. This has been an exceptionally busy show.”

Be sure to save the date and follow the beauty of Cosmoprof North America in 2010, which will take place on July 18-20. Visit www.cosmoprofnorthamerica.com for details. **ore**