

Cosmoprof Bologna attendance up 40% by Kim Sim

Cosmoprof Worldwide Bologna, the professional beauty industry's top tradeshow, welcomed nearly a quarter-million international visitors to Bologna, Italy, at its 48th annual show. The massive show occupied 15 exhibition halls, from the well-traveled Nail Pavilion (complete with a nail polish vending machine by **Essence**) to the Hair Pavilions, featuring an appearance by **Miss Universe 2014, Paulina Vega**.

As usual, the U.S. Pavilion was a huge draw for distributors and buyers. Spread across two halls, U.S. companies, including **American International Industries**, which had one of the largest booths in the entire U.S. Pavilion, met with distributors nonstop.

Olaplex, the new professional treatment that rebuilds bonds in the hair damaged during the hair coloring process, was buzzing with interest. **Kevin Wachs'** new **colorPHlex** opened up 15 distributors from England, Germany, Australia, Holland, Luxembourg, Belgium, Dubai, United Arab Emirates, Italy, Spain, South Africa, Sweden, Cypress and Canada. **Cailyn Cosmetics** showed lip stain masks and makeup tools. **Zenagen** presented hair loss treatments and hair strengthening products. **BOCA Cosmetics Group** featured its multi-line **Olez** brand of advanced hair care products. **Bodyography Professional Cosmetics** presented color cosmetics.

The California Pavilion, a trade mission sponsored by the non-profit **California Trade Alliance (CTA)**, returned to Cosmoprof Bologna after a successful first appearance at Cosmoprof Bologna and Cosmoprof Asia in 2014—both which

were chronicled in **BIR**. The California Pavilion included 21 companies promoting 28 brands, all joining forces to bring international attention to California as "A State of Beauty."



from left: Kim Sim with DermaQuest's Renu and Sam Dhatt.

CosmoProf Worldwide Bologna

Exhibitor count: 2,493 Exhibitors; 70% from abroad, including 71 companies represented in the U.S. Pavilions; 28 brands in the California Pavilion; 27 country and group pavilions, including Korea, China, Taiwan, Poland, Germany, Colombia, France, Greece, Belgium, Spain, Pakistan, Turkey, Malaysia, Australia, Singapore, Japan, New Zealand, Oceania, United Kingdom, Israel, Peru, United States and California and, for the first time, the United Arab Emirates, Thailand and Holland. The show featured 15 exhibition halls and 2 U.S. Pavilions.

Attendees: 248,000, up 40% from 2014, with international attendees accounting for 32%.

Media: 1,070 journalists and 540 bloggers

See you next year: March 18-21, 2016

More info: cosmoprof.com.

Conkle, Kremer & Engel, a California law firm that provides legal expertise to clients in the beauty industry, attended Cosmoprof Bologna in connection with the California Pavilion. At the show, **CK&E** attorneys **Mark Kremer** and **Kim Sim** assisted beauty industry participants with vetting distribution partners, negotiating distribution agreements and counseling brand protection, including trademarks under U.S. and international trademark laws. Mark told **BIR** that one beauty manufacturer found a counterfeit of its products being exhibited by another company, leading to a confiscation during the show.

Exhibiting at the California Pavilion was **DermaQuest**, a luxury professional skin care line, with **Sam Dhatt**, president, and Renu Dhatt, vice president, on hand.



Mark Kremer (center) with Daily Concepts' Simon (left) and Emilio (right) Smeke.

Brothers **Emilio and Simon Smeke** showed **Daily Concepts**, a bath-and-body specialty line. **Famous Names'** founders **Linda and Jim Nordstrom** showed their **IBX System** and **Dadi'Oil**. **VoCe Haircare**, created by hair stylists **Kaz Amor** and **Christine Lieu**, made its Cosmoprof Bologna debut. **Israel Segal** exhibited hair care company **Free Your Mane**. Skin care company **Atzen Superior to Organic**, led by **Alex Quan** and **Catherine Atzen**, also exhibited at the California Pavilion.

Cosmetics reigned in the California Pavilion, with **Emani Vegan Professional Cosmetics**, led by **Michelle Doan**; **LA Splash**, helmed by **David Sheen**; **J.Cat Beauty**, represented by **Victor Chang**; **La Femme Cosmetics**, led by **Peter Yang**; and **Lashem, Measurable Difference** and **Nuluv**, led by **Helga Arminak**.

The California Pavilion also featured **California Mango**, led by **Rudy Lenzkes** and **Fernando Fischbach**; **InfiniteAloe Skin Care**, guided by **Jason Toms**; **Teeze w/eez** and **Aqua Brush** exhibited by **Jaime Ramirez**; **Steve Wallace's Medicool**; **Pei Eichel's TEI Spa Essentials** and **Susan Lin's MD Lash and Hair**. Brand representative **Positive Global Sales**

also exhibited at the California Pavilion.

One of the breakout stars of the show was relative newcomer **ZOEVA**, a German cosmetics company. Started in 2008 by **Zoe Boiku**, **ZOEVA** showed its luxurious cosmetic brushes and its high-quality makeup. **BIR** puts **ZOEVA** on its list of companies to watch.

Next up is **Cosmoprof North America** in Las Vegas on July 12-14, 2015 and **Cosmoprof Asia** in Hong Kong on November 11-13, 2015. Visit cosmoprof-asia.com and cosmoprofnorthamerica.com.

CK&E attorney Kim Sim represents industry clients in transactional matters and advises them about dispute resolution and compliance with consumer protection statutes, advertising laws and regulations such as California's Proposition 65. Contact her at k.sim@conklelaw.com. Visit conklelaw.com.