

Cosmoprof Bologna 2016 sets records by Eric S. Engel

Cosmoprof Worldwide Bologna, one of the world's top tradeshows for the beauty industry, drew 250,000 international visitors at its 49th annual show. This year's edition had 2,510 exhibitors from around the world, representing a 5% increase over the previous record set last year. The show ran from March 18-21 at the massive BolognaFiere Convention Center in charming and historic Bologna, Italy.

The show occupied 18 separate exhibition halls covering more than 1,180,000 square feet of exhibition space, plus another 215,000 square feet of outdoor facilities, including several innovative exhibitions such as tent parlors and a double-decker London bus serving as a men's hair salon. That is in addition to the adjacent **Cosmopack**, dedicated to the beauty supply chain, and which itself drew 21,900 visitors. **The Green sector** increased its exhibition space by more than 22%, hair and furniture sectors grew by more than 8%, and the nail exhibitors expanded by 4% this year. The Extraordinary Gallery niche innovators' booth space expanded by nearly 40%.

Business was brisk throughout Cosmoprof this year. The **USA Pavilion**, spanning two separate halls, was popular with exhibitors. Companies in the USA Pavilion included **American International Industries**, which had one of the largest and most active booths, with strong presentations of popular product lines like **Ardell Lashes**, **Clean + Easy** and **EZFlow**. At **Prolocks USA**, **Lisa Minuto** showed the company's habit-forming hair care line, **Crack**.

The USA Pavilion also hosted a lively reception that featured remarks by industry dignitaries such as **Duccio Campagnoli**, president of **BolognaFiere Cosmoprof**; U.S. Commercial Services Senior

Cosmoprof Bologna 2016 by the numbers

Attendance: 250,000

Exhibitor count: 2,510

The show floor: 18 exhibition halls encompassing nearly 1.2 million square feet, plus 215,000 square feet of outdoor facilities.

U.S. representation: 71 companies represented in the two U.S. Pavilions; 19 exhibitors in the California Pavilion.

26 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 Arab Emirates, Thailand, Holland, and two USA Pavilions.

See you next year: Cosmoprof Bologna celebrates its 50th anniversary on March 17-20, 2017.

More info: cosmoprofbologna.com

Commercial Officer **Todd Avery**; **Professional Beauty Association** Board Chairman **Reuben Carranza** and **ICMAD** President **Pam Busiek**.

Men's grooming continued to have a growing presence, as exemplified by **All's Woody's Quality Grooming** line, as well as a

large booth by **Pennellificio Omega**, a native of Bologna, featuring its extensive **Omega** shaving brush products. On the women's side, another exhibitor that generated excitement was **Paperself of London**, demonstrating its wearable paper-art eyelashes with wildly creative designs. Vegan product lines showed strong interest, including **Emani Vegan Professional Cosmetics**, led by **Michelle Doan**, which signed several distributors, and **Zerran International**, helmed by **Steven Sauté**, both

of which were located in the California Pavilion.

In its fifth consecutive year, the **California Pavilion** greatly expanded its footprint and presence at Cosmoprof Bologna, featuring two full islands for 19 exhibitors.

The California Pavilion is a trade mission sponsored by the non-profit organization **California Trade Alliance**, as centerpiece of a **California State Trade and Export Promotion Package** that supports California businesses wanting to launch or expand their international business.

Said **Cesar Arellanes**, organizer for CTA, "The buyer visits to the California Pavilion have significantly grown in both numbers and quality, as we continuously promote the California Brand at international shows and through our partners like the U.S. Department of Commerce. The California Pavilion stands out to become a high priority for many international buyers, who report it is a prime spot to see the newest trends, innovative products and brands."

David Sheen of **Jon Davler, Inc.** agreed, adding, "We have exhibited with the California Pavilion since its inception and our sales have grown tremendously. Exhibitors are not competitors like other pavilions. Exhibitors at the California Pavilion work together as a team, which strengthens our business." David's booth, **LASplash Cosmetics**, demonstrated its strength by being among the busiest in the show. As he welcomed both distributors and private label customers, David added, "The success of our patent-pending waterproof liquid lipstick has been so strong that they are



Jim Ajmal showed Millionaire Beverly Hills and Hollywood Style USA at Cosmoprof Bologna.



Fernando Fischbach shows off the California Mango brand, which he acquired last year.



Members of The California Pavilion worked together to help each other grow their businesses.

expanding into a new state-of-the-art facility to accommodate the company's growth."

Some of the success must be attributed to the California Pavilion's innovative booth design, which kept the exhibitors front-facing and accessible to buyers. The center of the California Pavilion was dedicated to a well-organized central lounge

sponsored by **Conkle, Kremer & Engel, Professional Law Corporation** for exhibitors to meet with distributors and buyers. Private lunches catered by some of Bologna's best and afternoon wine and cheese made the show much more enjoyable and productive for California Pavilion participants, who avoided long food service lines. **Sandra Medina** of **Positive Global Sales** found the lounge "indispensable because it was a place where California exhibitors could step away from the booth to have side bars, grab a quick bite, and get to know the other exhibitors better."

There were many Country Pavilions in Cosmoprof Bologna, but the outsized influence of California beauty and personal care products manufacturers is evidenced by the fact that the

California Pavilion remained the only state-centered pavilion, reaffirming its bright overhead banner declaring "California—A State of Beauty."

Fernando

Fischbach reported that **California Mango** had a very successful event, and remarked, "The California Pavilion is a very pleasant place to be. There is an accessible lounge, and the graphics and booth distribution is just right. The pavilion is visible from far away—it really stands out, and it attracts people just by its name."



Selfies go international, as Cesar Arellanes, organizer for the California Trade Alliance; Cindy Ma, U.S. Commercial Services; Patty Schmucker, American Made Beauty; and Isreal Segal have some fun.



Carlos Vasquez, Robert Luke and Sandra Medina meet with Positive Global Sales' Denmark Distributors.

Steve Wallace of Medicool agreed. As he demonstrated Medicool's nail appliances and accessories to buyers, he commented, "The

California Pavilion has become a destination point for visitors of Cosmoprof Bologna, which creates automatic success for manufacturers with the foot traffic from potential customers it draws. Cesar does a great job."

At the show, CK&E attorneys **Mark Kremer** and **Eric Engel** supported the California Pavilion exhibitors and assisted beauty industry participants with vetting distribution partners, negotiating distribution agreements, counseling brand protection, including trademarks under U.S. and international trademark laws and addressing regulatory concerns. Mark confided to **Beauty Industry Report** that for the second straight year at Cosmoprof Bologna, he assisted a client in removing counterfeits of its products that were exhibited by a foreign exhibitor.

California companies glowed at the California Pavilion, with virtually all of them reporting that they achieved or exceeded their goals for Cosmoprof Bologna, and many reporting remarkable results.



Mark Kremer and Eric Engel of Conkle, Kremer & Engel, Professional Law Corporation, advised California Pavilion exhibitors on site with vetting potential distribution partners and counseling brand protection.

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Daily Concepts and **AfterSpa**, sister bath-and-body specialty lines, shared a busy booth led by brothers **Emilio** and **Leo Smeke**. Emilio said, "Our goal for 2016 Cosmoprof Bologna was to solidify our European distribution and continue opening the doors to the markets we targeted since the inception of Daily Concepts. We were able to consolidate our distribution and strengthen our strategic partnership in the Netherlands as a hub to all of Europe. We are super happy that AfterSpa grew sales all over Italy with **LLG Group, Limoni e La Gardenia.**"

Organic sunscreen product innovator **Coola** had a very crisp and popular booth, headed by **David Lester**. David reported that Coola had very productive meetings with its new distributor in Spain and its Italian distributor to share goals and strategies for those markets, and had leads on new distributors for a wide array of countries, including Slovenia/Croatia, Czech Republic, Finland and even Columbia.

PGS presented **IT Hair Care** and **Mane 'n Tail**, among its brands. Commented **Sandra Medina** of PGS, "With such an array of global exhibitors, it was not only beneficial but advantageous to stand out by exhibiting through the California Pavilion. Upon our return to California, we have been able to strengthen our distribution through both new and existing partnerships, which makes attending the show worthwhile."

Others that made strong showings at the California Pavilion included **J.Cat Beauty** under the leadership of **Victor Chang**, who reported continuing strong interest in its matte lipsticks; **La Femme Cosmetics** led by **Peter Yang**; and **InfiniteAloe Skin Care** led by **Jason Toms**. **Chris Amato** at **Cosmedx** presented its private label services and highlighted its **Regina-C Gold** skin care line. **LeChat Nail Care Products** showed its complete nail care line. **Jim Ajmal** of **Valley of the Sun Cosmetics** had both a **Millionaire Beverly Hills** booth in the USA



At the ICMAD reception: from left: Mary Ptak, Masterpiece International; Sharon Blinkoff, Locke Lord; Reuben Carranza, PBA; Dr. Robb Akridge, Clarisonic; Pam Busiek, ICMAD; Linda Marshall, Elysee Cosmetics; and Greg Peterson.

Pavilion and a **Hollywood Style USA** booth in the California Pavilion.

Cosmoprof Bologna returns for its golden 50th anniversary on March 17-20, 2017.

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Victor Chang gives a thumbs up at the J.Cat Beauty booth.

ICMAD hosts annual **Cosmoprof** party. The **Independent Cosmetic Manufacturers and Distributors** hosted its annual cocktail reception and its **American Beauty Networking Reception** with the **U.S. Commercial Services**, the **Professional Beauty Association** and **Masterpiece International**, which provided the opportunity to meet and network with international buyers, beauty industry associations and other U.S. companies. ICMAD images left top and directly below.



from left: Reuben Carranza, PBA chairman; Steve Sleeper, PBA executive director; Pam Busiek, president & CEO, ICMAD; and Tony Michalski, senior international trade specialist, U.S. Commercial Service.

below: Meanwhile, on the show floor, FHI Brands' president/CEO Shauky Gulamani did hair non-stop to demonstrate the results that can be achieved with his company's products and tools.

