



IN BEAUTY FORUM MILAN COMPANIES AND PROFESSIONALS FOR BEAUTY SALON AND NAIL JOINED TOGETHER TO DEFINE THE FUTURE OF THE SECTOR

29 October 2019 – The first edition of **Beauty Forum Milano** has come to the end with positive results. The Cosmoprof event gathered companies and professionals for Beauty Salon and Nail in a two-day meeting for training, sharing and live demos, with the aim of fulfilling the new needs of today's consumer.

"With Beauty Forum Milan, the Cosmoprof platform brought to Milan a great event for professional beauty and nail sectors - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - The format incorporates the winning features of *Beauty Forum*, the event with 16 stages in the main European capitals, owned by the German group *Health and Beauty*, recently acquired by BolognaFiere Cosmoprof. The positive results of this event give us important insights to face in the best way the next edition of Cosmoprof Worldwide Bologna".

The presence of the most important companies in the sector has allowed beauty center owners and operators to experience first-hand the quality and innovation of the sector. Exhibitors organized a lot of live demos, thus meeting with those professionals who use their products and machinery with consumers,. At the same time, the rich program of conferences and seminars involved the most qualified experts, sharing the most impactful trends and treatments.

The sessions of the **Congress** were very popular, offering operators updates and contents to improve the quality of their service. High-level speakers faced the actual issues: make-up trends, innovations and regulations in skin pigmentation, with contributions from ATEC Italia and the presence of Nataliya Yeremenko and Melisa Ferriola, the optimal management of a beauty center, the best communication strategy to attract and retain customers, the new frontiers of neurocosmetics and cosmetogenetics. Among the most followed interventions, those of Umberto Borellini - Cosmetologist - and Elisabetta Fulgione - Dermatologist, Davide Manzoni - General Manager of Comfort Zone, Paolo Crepet - Psychiatrist and Writer, Andrea Bovero - President of LifeExcellence and Cidesco Italia, Ivano Burello - Founder of Podocuria.

The **Garden of Massages** brought together professionals and owners of beauty centers, with live demos showing body techniques and spectacular treatments, with new methods and suggestions from all over the world. On the stage, the winners of the latest editions of the *World Massage Championship*, the professionals of Cidesco Italia and the specialists of Estetispa Academy and Dermalogica. A focus was dedicated to make-up trends, with particular attention to eye make-up, with **Eye Love You**, with the most renowned make-up artists working with fashion brands.

Jan Arnold, a cult figure for the international fashion world, co-founder of CND, was at Beauty Forum Milano. During the **Nail Fashion Show**, Jan presented the trends of the nail world and the relationship between the most popular fashion brands and the creativity of nail art, enchanting the audience with colors, nail art and projects, which make this sector a combination of art, fashion and entertainment.

To strengthen the relationship between companies and operators, Beauty Forum Milano hosted a calendar of **Workshops**, with leading companies presenting their innovations to specialists, to increase the quality standard of the sector.

The **Face to Face** interviews with the local Radio Wellness involved the most renowned speakers, and they were a further opportunity to discuss on the situation in the cosmetic and nail industry, and to develop a vision of growth opportunities for the future.

For professionals and companies for Beauty Salon and Nail, the next appointment is in March 2020, from 12 to 16, with **Cosmoprof Worldwide Bologna**.

For further details, <https://www.beautyforum-milano.it/>

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