



**A NEW COSMOPROF-BRANDED EVENT TO BE HELD IN MILAN
FOR THE PROFESSIONAL BEAUTY INDUSTRY:
BEAUTY FORUM MILANO
October 27-28, 2019**

May 2019 – The Cosmoprof platform is launching a new event in Milan dedicated to the professional beauty industry: **Beauty Forum Milano** is to be held at **MiCo – Fiera Milano Congressi** – on **October 27 and 28**.

Beauty Forum is the natural evolution of Esthetiworld, which, after eight years, is making way for a format that brings to Italy the winning qualities of the European *Beauty Forum*, owned by the German **Health and Beauty** group, which was recently acquired by BolognaFiere Cosmoprof. The exhibition space will feature select companies from the industry, with areas for meetings and business appointments with distributors and beauty-center owners, along with a lineup of conferences and seminars to meet the real needs of the applied-aesthetics and nail-care fields.

The lineup of conferences is to focus on topics that are interconnected, serving as the three major themes for the profession: **Training, Trends** and **Discussion**. These themes are the keys to success for businesses that are greatly focused on quality service, customer relationships and always staying up-to-date.

The most current topics of interest to the industry are on the agenda: neurocosmetics, anti-aging solutions, dermatology, semi-permanent make-up, aromatherapy, foot massage, and mindfulness for personal and professional wellness. There are also to be plenty of sessions with in-depth information specific to owners of beauty centers, with suggestions and instructions for managing a center in the best way possible. From the most effective communications and sales techniques to the latest devices to be installed in centers; from the opportunities offered by digital and social-media technologies to improving relationships with customers along with the best strategies for increasing profits in the business.

These talks will be moderated by the most important industry experts, leading companies known worldwide for the quality of their services, and opinion leaders willing to share their experiences in different areas.

There are also to be plenty of practical demonstrations focused on make-up, beauty treatments and massage techniques, stationed throughout the exhibition space as a way to further strengthen relationships between the companies and professionals present.

Supply and demand are to come together at **Beauty Forum Milano**, offering an in-depth look at the trends and ways to work together to define the next steps along the path of offering consumers quality, safe solutions and guaranteed results, favoring growth and development in applied aesthetics.

For more information: <https://www.beautyforum-milano.it/>

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