

CALENDAR OF EVENTS

(AS OF 16th MARCH 2009)

COSMOPROF
Talk



thursday, 2nd April 2009

2.30 p.m. - 4.30 p.m. f Sala Italia - Palazzo Congressi

LIVING DESIGN - DESIGN AS LIFESTYLE

Design is a behaviour and not an added value

DEDICATED TO PACKAGING - MARKETING DIRECTORS - ARCHITECTS

«**SPEAKERS:** Anna Bernagozzi (Design & Trend Consultant - École Nationale Supérieure des Arts Décoratifs) - Danielle Blomert (Dupont Polymer Powders Switzerland) Luisa Bocchietto (Luisa Bocchietto Architettura e Design) François Caratgé (Brandimage Desgrrippes & Laga)

FOR INFO AND TICKET RESERVATION PLEASE VISIT WWW.COSMOPROF.COM

friday, 3rd April 2009

9.30 a.m. - 1.15 p.m. f Sala Azzurra - Palazzo Congressi

BOLOGNA - COSMOPROF TECHNICAL CONFERENCE

Technical Forum on regulatory affairs

DEDICATED TO TECHNICAL AND REGULATORY AFFAIRS OPERATORS
MANAGING DIRECTORS

«**SPEAKERS:** Giovanni Barbetta (Galli e Partners) - Manuela Coroama (Colipa) Raniero De Stasio (L'Oréal) - Stefano Dorato (Unipro) - Fabio Franchina (Unipro) Luigi Gagliardi, Marcella Marletta (Delegazione italiana al WG Cosmetics UE) Fabio Alberto Roversi Monaco (Bologna Fiere)

FREE ENTRANCE

9.30 a.m. - 5.00 p.m. f Sala Rossa - Palazzo Congressi

A FEPD GENERAL MEETING*

"The future of Selective Distribution in Europe"

* RESERVED TO THE EXPONENTS OF THE EUROPEAN FEDERATION
OF THE PERFUMERS RETAILERS

10.30 a.m. - 12.00 p.m. f COSMoff Lab (New Trends Area)

WORKSHOP: THE PAPERBOARD CONSECRATION

The natural choice...

DEDICATED TO MARKETING DIRECTORS - DESIGNERS - DESIGN AGENCIES
DEVELOPERS - TREND SETTERS - JOURNALISTS

«**SPEAKERS:** Johan Granås, Staffan Sjöberg (Iggesund)

Powered by Cartografica Pusterla and Iggesund

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10.30 a.m. - 12.30 p.m. f Sala Italia - Palazzo Congressi

UNCONVENTIONAL BEAUTY: WOMEN IN POWER

Successful entrepreneurs from all corners of the globe to show and tell how to build a "beauty brand" in today's marketplace

DEDICATED TO MARKETING DIRECTORS - TREND SETTERS
MANAGING DIRECTORS

«**SPEAKERS:** Nicky Kinnaird (Space NK) - Rebecca Morrice Williams (BECCA Cosmetics) - Jan Nordstrom Arnold (CND / Colomer)

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12.30 p.m. - 2.30 p.m. f COSMoff Lab (New Trends Area)

COSMOPROF 2009 INTERNATIONAL PRESS CONFERENCE

«**SPEAKERS:** Aureliana De Sanctis (SoGeCos) - Fabio Franchina (Unipro) Federico Minoli (Bologna Fiere)

2.30 p.m. - 4.30 p.m. f COSMoff Lab (New Trends Area)

FOUR TALENTS FOR A FRAGRANCE

DEDICATED TO MARKETING DIRECTORS - PERFUMERY DISTRIBUTION
DEVELOPERS AND FORMULATORS

«**SPEAKERS:** Jacques Chibois (La Bastide Saint Antoine) - Christine Nagel (Fragrance Resources) - Elie Papiernik (Centdegrés) - Pamela Roberts (Fragrance Creative)

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BY INVITATION ONLY

5.30 p.m. - 6.30 p.m. f COSMoff Lab (New Trends Area)

ALLURE PRESENTS: TIMELESS BEAUTY ICONS

Allure Vernissage - Organized by Edizioni ESAV

BY INVITATION ONLY

saturday, 4th April 2009

10.30 a.m. - 04.30 p.m. f COSMoff Lab (New Trends Area)

NEW TRENDS AREA WORKSHOPS

FOR INFO PLEASE VISIT WWW.COSMOPROF.COM

2.00 p.m. - 5.15 p.m. f Sala Azzurra - Palazzo Congressi

THE SELECTIVE PERFUMERY LOOKS AT THE FUTURE

Meeting promoted by Unipro Sales in Perfume Shops Group and Fenapro

DEDICATED TO MARKETING DIRECTORS - PERFUMERY DISTRIBUTION
MANAGING DIRECTORS

FREE ENTRANCE

• 2.00 p.m. - Research Presentation: Purchasing habits in perfumery sector

«**SPEAKERS:** Claudia Baroni (The Nielsen Company)

Research by The Nielsen Company

• 3.30 p.m. - Research presentation: The number of the beauty in Italy

«**SPEAKERS:** Sylvie Cagnoni (The NPD Beauty Trends)

Research by The NPD Beauty Trends

• 4.30 p.m. - Proclamation and Prize-giving ceremony for the winner of the 17th ROSA D'ORO COMPETITION, organized and promoted by Fenapro with the cooperation of Elizabeth Arden and So.Ge.Cos

5.30 p.m. - 6.30 p.m. f COSMoff Lab (New Trends Area)

ESTHETITALY 10 YEARS ANNIVERSARY PARTY

Organized by esthetitaly • F.K editoria e promozioni

BY INVITATION ONLY

sunday, 5th April 2009

10.30 a.m. - 12.30 p.m. f COSMoff Lab (New Trends Area)

NEW TRENDS AREA WORKSHOPS

FOR INFO PLEASE VISIT WWW.COSMOPROF.COM

11.00 a.m. - 12.30 p.m. f Sala Azzurra - Palazzo Congressi

RESEARCH PRESENTATION: "HAIR CARE" - CONSUMER'S BEHAVIORS AND PERCEPTIONS

DEDICATED TO MARKETING DIRECTORS - HAIRDRESSERS
HAIR COMPANIES

«**SPEAKERS:** Laura Salibba (The Nielsen Company)

Research The Nielsen Company, powered by Unipro Professional Products for Hairdressers Group

FREE ENTRANCE

2.30 p.m. - 4.30 p.m. f COSMoff Lab (New Trends Area)

NEW TRENDS AREA WORKSHOPS

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4.30 p.m. - 6.30 p.m. f COSMoff Lab (New Trends Area)

SUSTAINABLE BEAUTY

DEDICATED TO MARKETING DIRECTORS - SPA MANAGERS - AESTHETICIANS

«**SPEAKERS:** to be defined

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5.30 p.m. - 6.30 p.m. f COSMoff Lab (New Trends Area)

ESTETICA NETWORK PRESENT: TIMELESS BEAUTY ICONS

Welcome Fashion TV- Organized by Edizioni ESAV

BY INVITATION ONLY

6.30 p.m. - 8.00 p.m. f Hair Fashion Theatre

HAIR SHOW

Alfaparf Milano & Mahogany Hairdressing present

"ICONIC PLATINUM: A TRIBUTE TO POP DIVAS"

DEDICATED TO HAIRDRESSERS - JOURNALISTS

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7.30 p.m. - 7.45 p.m. f Teatro Auditorium Manzoni (Bologna)

AIPP AWARD (ASSOCIATION INTERNATIONAL PRESSE PROFESSIONNELLE)

12th annual Trade Press Association Award. The award will be given out in recognition

of the best photography and professional video for Hair Styling

DEDICATED TO HAIRSTYLISTS - MARKETING DIRECTORS

FREE ENTRANCE. FOR INFO PLEASE VISIT WWW.COSMOPROF.COM

7.45 p.m. - 10.30 p.m. f Teatro Auditorium Manzoni (Bologna)

TRIBUTE SHOW POWERED BY COSMOPROF

Two hours of "Pure Hair" with the world's greatest hairdressers

«**HAIRSTYLISTS:** Angelo Seminara and Trevor Sorbie, Mark Hayes for Sassoon,

Jean-Luc Minetti for Alexandre de Paris, Tim Hartley, Robert Cromans

DEDICATED TO HAIRSTYLISTS

TICKET: € 130 (COCKTAIL INCLUDED)

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monday, 6th April 2009

COSMoff LAB (New Trends Area)

"THE FACTORY DAY"

Non-Stop Workshop with Tony&Guy, Studio Marisol, Alexandre de Paris.

Powered By Cosmoprof

DAY PASS: € 70

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WHAT'S NEW
at COSMOPROF
TALK
JUST ONE
CLICK AWAY

Simultaneous
translation
in English/Italian
is provided.