



**COSMOPROF**  
**MARCH 2017**  
**17-20**  
COSMOPACK 16-19  
COSMOPRIME 16-19   
BOLOGNA (ITALY)  
FAIR DISTRICT  
WWW.COSMOPROF.COM  
A NEW WORLD FOR BEAUTY  
BOLOGNA LAS VEGAS HONG KONG

## It is **Oliviero Toscani** the author of the new adv campaign for **Cosmoprof Worldwide Bologna 50th Anniversary**

It is **Oliviero Toscani**, the famous photographer known in the whole world, the author of the advertising campaign for **Cosmoprof Worldwide Bologna 2017**, the leading international exhibition for the beauty sector, held **from 16<sup>th</sup> to 20<sup>th</sup> March, 2017**.

The 2017 edition is a special appointment: the 50th anniversary of the show will be celebrated. From its beginning in 1967, Cosmoprof has given visibility to an industrial sector which is recognized in the world for its high standard – and, recently, from the Italian Ministry of the Economic Department as well, which included Cosmoprof in the list of Italian trade fairs with international impact, an excellence of the *Made in Italy*.

The advertising campaign of Cosmoprof 50 focuses on women's faces with a touch of colour appearing here and there, similar to a touch of make up on lips, eyes and hair. Faces of different races, representing a new idea of beauty with no ethnical border, a synonym of the multi-cultural world of Cosmoprof.

Oliviero Toscani, eclectic personality who made the most distinguished figure in the history of photography and communication in the latest 30 years, highlights with its artistic talent the role of Cosmoprof Worldwide as not-to-be-missed event for the beauty world, thanks to the presence of the format by Bologna Fiere Group in Las Vegas, with Cosmoprof North America, and in Hong Kong, with Cosmoprof Asia.

The new advertising campaign will promote the shows of the Cosmoprof international platform (Bologna, Las Vegas, Hong Kong) on the main Italian and foreign magazines.

The 2016 edition of Cosmoprof Worldwide Bologna, organized in collaboration with Cosmetica Italia – Personal Care Association and with the support of the Italian Ministry of the Economic Development and ITA – Italian Trade Agency, has been characterized by record numbers, with more than **200,000 visitors**, **2,510 exhibitors** attended the show, **73% of them coming from abroad**, and **25 Country Pavilions** were present, confirming the international leadership of the exhibition.

Thanks to the events organized in Las Vegas and Hong Kong, Cosmoprof international platform involves **6,400 exhibitors** and more than **350,000 visitors coming from more than 150 countries** in the world.

For further information, [www.cosmoprof.com](http://www.cosmoprof.com)