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### **COSMOPROF NORTH AMERICA POSTPONES JUNE 2020 SHOW TO SEPTEMBER 2020**

*To ensure the safety of all partners and guests, the show will take place September 20-22, 2020.*

**March 18, 2020** - Given the unprecedented health situation the world is currently facing with COVID-19, event organizers BolognaFiere and the Professional Beauty Association have postponed the 18th edition of Cosmoprof North America to September 20-22, 2020.

“We have decided that rescheduling the show is necessary to ensure we are providing our partners and guests with the safest and most fulfilling experience,” says Enrico Zannini, General Manager of BolognaFiere Cosmoprof SpA. “We have a responsibility to protect our exhibitors' investments while delivering a show that meets and exceeds our international guests' expectations. This decision was not made lightly and follows careful consideration of the global health emergency at hand.”

“The health and safety of our partners and guests is our number one priority, and we will continue to monitor this constantly evolving situation accordingly,” says Steve Sleeper, Executive Director of the Professional Beauty Association. “As the beauty industry as a whole is forced to physically separate during this time, there is no doubt that we will come together stronger in the months ahead to create a show experience that resonates and connects.”

In the coming months, Cosmoprof North America will continue to monitor government agencies and public health officials, including the CDC and WHO, and will make ongoing assessments. Meanwhile, the entire team will be focusing on reorganizing the show's dynamic activations and initiatives to ensure that the 18th edition is its most successful yet, and that we can offer a safe and productive environment for all.

**About Cosmoprof North America:** Cosmoprof North America is recognized for its dynamic growth and unique programs. The event offers the entire industry an opportunity to come together, make new relationships, and foster collaborations. Cosmoprof North America serves as the premier launching pad for new beauty brands, introducing revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing. The show is a powerful platform that has the ongoing support and presence of leading beauty associations and key industry entities. Cosmoprof North America is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty

community, with shows in Bologna, Hong Kong, Mumbai, and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world.