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Cosmoprof North America Is Coming In August 2021

We have an exciting summer ahead! Cosmoprof North America will host its 18th edition August 29 - 31 at the Mandalay Bay Convention Center in Las Vegas.

by Staff

May 13, 2021



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Get ready for an exciting summer! **Cosmoprof North America** (CPNA) will host its 18th edition **August 29 - 31** at the **Mandalay Bay Convention Center in Las Vegas**.

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beauty brands and suppliers the unique opportunity to come together, make new relationships, foster collaborations, and get inspired. This year, Cosmoprof North America is dedicated to providing a safe environment for attendees. In accordance with government regulations and guidelines, there will be capacity limits, physical distancing, increased sanitation and other safety measures.

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"Cosmoprof North America is proud to be the first Cosmoprof event in 2021 which will be held in a physical format," shares **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "We are looking forward to getting back to the show floor and meeting our community in Las Vegas again, all while ensuring a safe experience and following government regulations."



What's New at Cosmoprof

Cosmoprof will be introducing new initiatives' including a special area dedicated to CBD Beauty, new partnership with Ready to Beauty, and a mentorship program from leading industry experts. The new CBD Beauty sector will be an all-inclusive special area on the show floor curated for beauty brands that have CBD as an essential ingredient in their entire product line and the suppliers that cater to them.

As part of Cosmoprof's ongoing commitment to help multicultural beauty entrepreneurs and brands, the award-winning event is excited to collaborate with Ready to Beauty on READINESS is the NEW GREEN: An Economic Data Study on the Business of Multicultural Beauty in America, a first-of-its-kind economic data

direct result of responses from it, READY to BEAUTY, along with Cosmoprof North America, is announcing the formation of a soon-to-launch national #BankBlack banking and finance program to specifically support niche and emerging Blackbeauty entrepreneurs and brands.

To bridge the gap and establish community within the beauty industry, Cosmoprof North America has also created a Mentorship Program to help promising beauty brands' dreams come to fruition. This program offers exhibitors the unique opportunity to have 20-minute one-on-one mentoring sessions with founders, CEOs, and executives bringing with them decades of experience. Mentors will be providing guidance in the following areas, essential to successfully running your beauty business: retail & distribution, branding, funding, exporting, digital marketing & performance, SEO, social media, press, trends, and the multicultural market.

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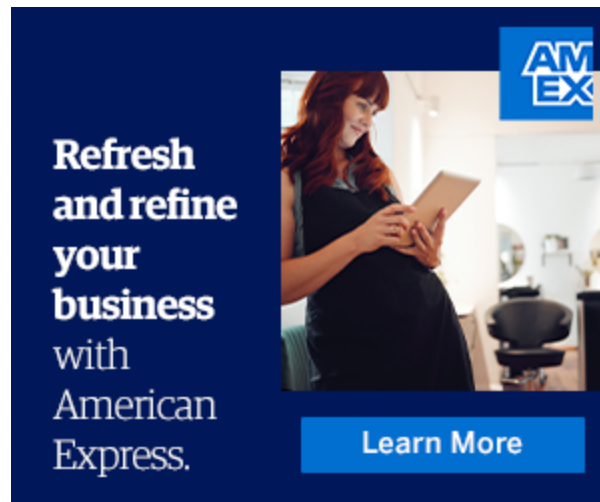


Cosmoprof North America will also be bringing back its three macro-sector divisions.

- **Cosmetics & Personal Care** hosts finished products for skincare, personal care, fragrances, make-up, and organic and natural beauty, presented by the best companies worldwide and focused on the retail channel.
- **Cosmopack** is ready to welcome leading companies for the supply chain, with a wide range of proposals for developers interested in creating their brand or for R&D managers looking for innovative formulas, packaging or solutions.
- **Professional Beauty** is the section dedicated to the professional channel, with hair care, accessories, and furnishings for hair salons, beauty salons and spas, of specific interest for local and international distributors.

Director of the Professional Beauty Association. “The future of beauty is brighter than ever, with strong economic indicators, revolutionary innovations and unprecedented technological advances and we look forward to bringing the industry’s best and brightest back together at Cosmoprof North America.”

Registration online is now available.



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Professional Beauty Association Opens Entries for PBA NAHA 2027, Welcomes Back Nail Professional of the Year

Entries are now open for the industry's most prestigious creative competition, marking the return of Nail Professional of the Year while celebrating the artistry that defines professional beauty.

by Staff

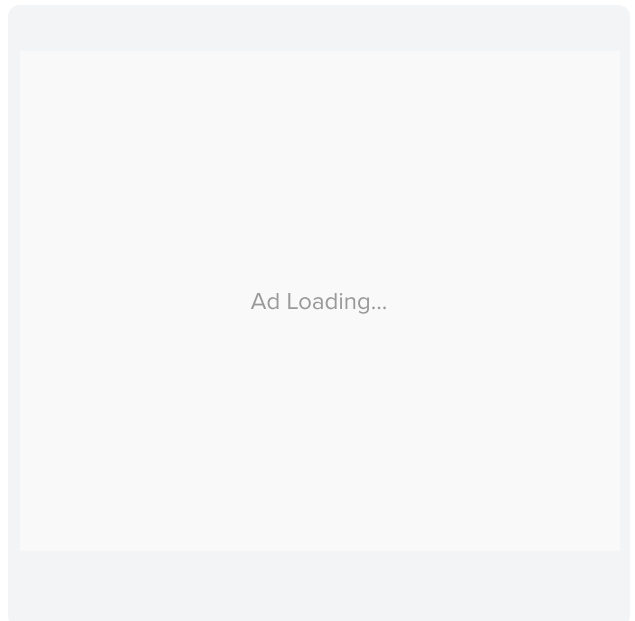


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MODERN Recap: The Education and Connection of Redken Symposium 2026

The 51st Redken Symposium returned to Las Vegas in June 2026, bringing specialized education and community to hair professionals who want to "Learn Better, Earn Better, Live Best."

by Nicole Johnson



2026 Beauty Changes Lives Gala Unites the Beauty and Wellness Industry to Celebrate Legacy, Artistry and Opportunity

This growing, must-attend industry event honors leaders across hair, nails and wellness while creating opportunities for the next generation.

by Staff



Events | Articles | Jun 17, 2026

Premiere Orlando 2026 Sets New Benchmark for Beauty Education and Engagement

Premiere Orlando 2026 welcomed more than 54,500 visits from beauty professionals and students.

by Staff

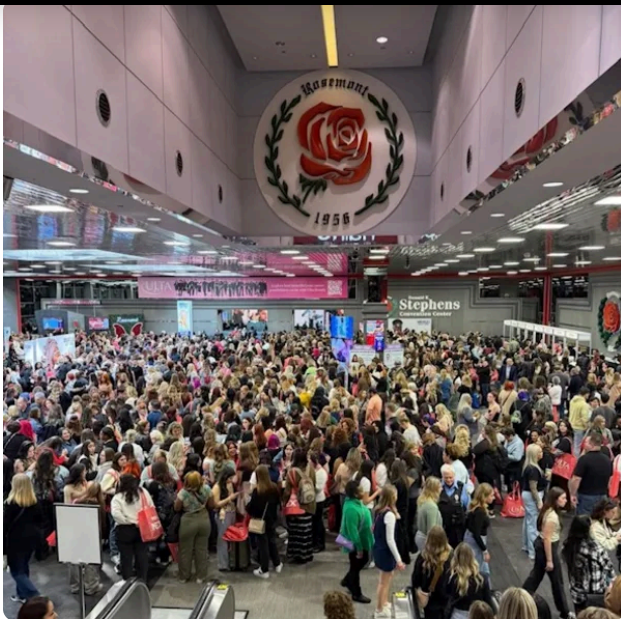


In The Know | News | Jun 1, 2026

The Professional Beauty Association Announces Winners of the 37th Annual North American Hairstyling Awards

The night honored the artists and collections shaping the future of professional beauty during PBA NAHA 2026.

by Staff



Events | Articles | Apr 24, 2026

America's Beauty Show 2026 Draws Record Attendance, Delivering Transformative Experience for the Professional Beauty Community

Attendees called the 103rd edition of ABS “the Coachella of the Beauty Industry” as 20,000+ Beauty Professionals gathered for education, connection, and inspiration.

by Nicole Johnson

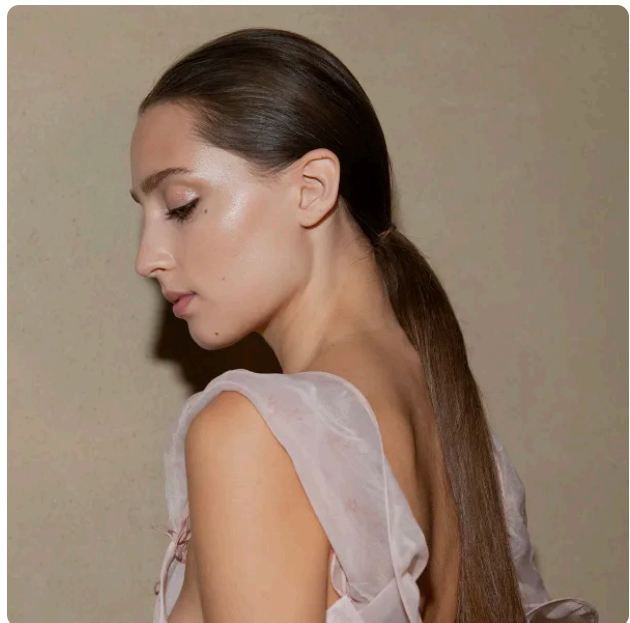


Events | Articles | Feb 17, 2026

The Style Exhibition Introduces a New Era of Beauty Education Focused on Styling, Makeup Artistry & Strategic Growth

Jalia Pettis and 3Jay Productions introduce The Style Exhibition, a refined and forward-thinking educational experience designed for beauty professionals ready to move beyond fundamentals and into mastery, taking place in Phoenix, AZ on May 3, 2026.

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AVEDA Returns to America's Beauty Show 2026

AVEDA will return to America's Beauty Show 2026, taking place April 18–20, 2026, at the Donald E. Stephens Convention Center in Rosemont, IL. AVEDA's on-site experience will include a dedicated AVEDA Education Theater focused on technical skill building, artistry, and business education.



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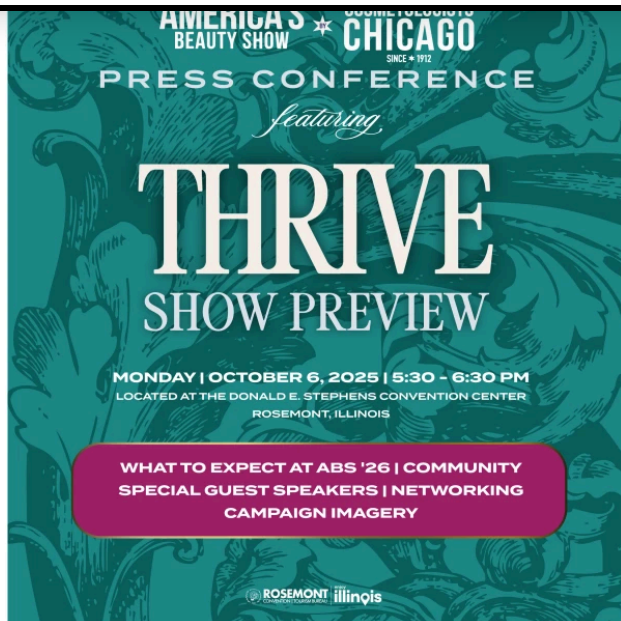
Get the Look: Sculpted Styles + Textured Halos from NYFW with Mielle & Monaè Everett

Monaè Everett partnered with Mielle Organics to lead the hair direction for House of Aama's Spring/Summer 2026 presentation. See how she achieved these stunning looks!

GET THE LOOK: Victoria Beckham x Wella Professionals at Paris Fashion Week SS26

Wella Professionals and hairstylist Anthony Turner partnered with Victoria Beckham for her SS26 Paris Fashion Week show. See how they achieved this sleek runway pony.

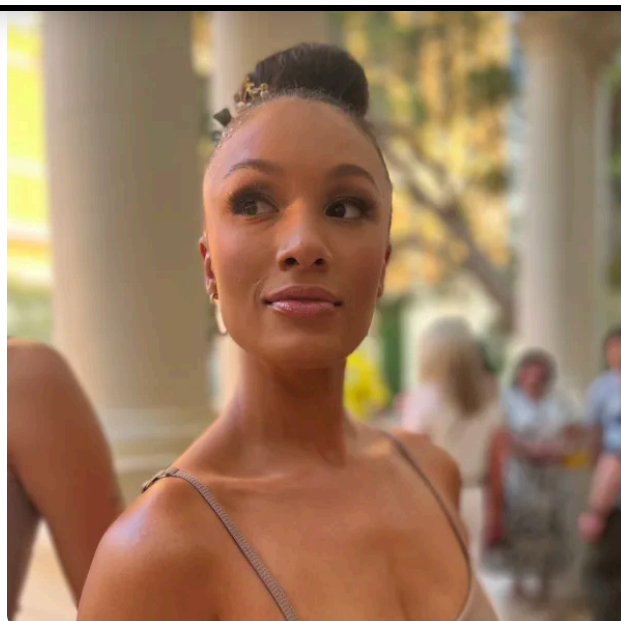
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Events | Articles | Sep 24, 2025

THRIVE: America's Beauty Show's Official 2026 Launch & Press Conference

The official Press Conference and Show Launch of America's Beauty Show 2026 takes place Monday, October 6, 2025, from 5:30 to 6:30 PM CST at the Donald E. Stephens Convention Center, Rosemont, IL. Get details here!



Events | Articles | Aug 6, 2025

Seen at Desert Bloom: Paul Mitchell Community Gathers in Vegas

Hairstylists, salon owners, and beauty professionals from around the world came together in Las Vegas for Paul Mitchell's Desert Bloom event. See the energy, style, and standout moments in this exclusive photo gallery from MODERN SALON.

by Anne Moratto



Ulta Beauty Applauds Its Six-Figure Service Providers at Celebrate U 2025

MODERN SALON was invited to Chicago to attend Ulta Beauty's annual Celebrate U event, a gathering of Ulta's highest earning service providers and the people who support them within the industry.

by Nicole Johnson



Events | Articles | Jun 18, 2025

Ulta Beauty Brings Peak Education and Artistry to Premiere Orlando 2025

Ulta Beauty showed up to Premiere Orlando 2025 in a big way -- supporting attending service providers with top-tier education, as well as celebrating the artistic talents of their own network of stylists at this year's NAHA.

by Nicole Johnson

ICYMI: NAHA 2025 Red Carpet Highlights and Exclusive Interviews

It was a minute ago, but we love reliving the energy, glam, and star power from the North American Hairstyling Awards 2025 red carpet with these videos capturing standout moments and beauty pros in the spotlight.

by Anne Moratto



Events | Articles | Jun 11, 2025

Ulta Beauty Design Team on Tour: Standout Education for All

We attended Ulta Beauty's Phoenix session of Design Team on Tour to see Justin Toves-Vincilione (@ahappyjustin) in educational action!

by Nicole Johnson



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Party with milk_shake in Ibiza! Enter the #milkshakemirrormoment Contest

Calling all stylists and hair artists! milk_shake is offering an unforgettable opportunity to join the brand in the ultimate hair destination: Ibiza. Find out how to get a chance to attend Hairtopia 2025 - all expenses paid!

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