

PRESS RELEASE

Milan, 18 March 2011

Unipro at Cosmoprof Worldwide in Bologna.

Unipro, the Italian Cosmetics Industry Association, is organising a series of events to support and valorise the Italian cosmetics industry all over the world.

The **Study and Corporate Enterprise Centre** is presenting the updated statistics for the cosmetics market in 2010, which show that the industry is growing vigorously, with its firms' **turnovers** totalling **8,600 million** Euros, up by 5,2% over the previous year. Driving this performance are Italy's **exports**, whose increase the first prudent estimates put at 17%, to a value of **2,391 million** Euros, the highest growth rate ever achieved. Italian domestic **consumption** of cosmetics was also up in 2010, by 1%, to a value of nearly **9,300 million** Euros.

In order to cater for businesses' varying requirements and specific situations, the Study Centre is holding a series of previews of **future trends** at 10.30 on Saturday 19 March in the CosmOff Privé, where it will project several highlights from studies and surveys that have investigated the herbalist shop, the perfume shop and the sector as a whole with regard to values of innovation.

One attractive new feature comes with the iPad stations in the areas where Unipro has a presence: visitors will be able to use them to surf the website **www.abc-cosmetici.it**. Recently updated and expanded with a new scientific section, the site consolidates a new contribution to studies about research and innovation in the area of cosmetology, making them available to an increasingly extensive audience.

The curtain goes up on the Bologna jamboree on 18 March with the "**Technical Regulation Forum**", tackling all the latest topics of technical regulations: Regulation N° 1223/2009 governing cosmetic products, the legal framework and how the regulations manage borderline products, plus the European Commission's Hair Dye Strategy.

The Herbalist Shop Sales Group also has a presence at the event, with the "**Nature Lounge**" in Hall 25: the natural meeting place for everyone who produces or distributes in this sector.

The Outsourced Production Group has an institutional stand of its own, in Hall 20, where it is distributing a brochure carrying profiles of the **outsourcing manufacturers** belonging to Unipro and showing a film that illustrates the complexity and versatility that are typical traits of outsourced manufacturing.

On Monday 21 March at 10.00 a.m., the Cosmetics for Beauticians Group is organising an event in **EsthetiLand**, on the mezzanine floor between Halls 16 and 18, to present the results of the survey conducted online by KEY-STONE and entitled *The Italian production system and market for professional beauty products: an industry analysis and dynamics of evolution*.

In addition to supporting the firms showing in Halls 25 and 26, the Perfume Shop Sales Group is consolidating the project to celebrate the Italian beauty world with its Award for Excellence in the perfumery chain named after **Elena Melik**, which will be presented to **Franco Savorelli di Lauriano** during the Academy of Perfume evening on Friday 18 March.

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