



**ADECCO IS THE OFFICIAL HR PARTNER
OF THE 57TH EDITION OF COSMOPROF WORLDWIDE BOLOGNA**

For the 2026 edition, the collaboration continues with the CosmoJobs project, aimed at creating new professional opportunities for exhibitors and visitors.

Adecco is the specialized company of The Adecco Group dedicated to developing and enhancing human capital. For the second consecutive year, Adecco, leading employment agency in Italy, confirms its role as **Official HR Partner of Cosmoprof Worldwide Bologna 2026**, with the aim of creating new professional opportunities in the beauty industry.

From this collaboration comes the return of the **CosmoJobs** project, a personalized recruiting service designed to facilitate the meeting between labor supply and demand, and addressed to all sectors and roles within the beauty industry.

CosmoJobs is a **free service** open to both **exhibiting companies** and all Cosmoprof **visitors**.

Through CosmoJobs, candidates can apply for all roles across the industry, including: Beauty Consultant/Trainer, Skin Expert, Make-up Artist, Hairstylist, Barber, Beautician, Fragrance Specialist, Product Specialist, Cosmetic Formulator, Cosmetic Regulatory Affairs Specialist, In Vivo Safety Technician, Cosmetic Laboratory/R&D Technicians, Pharmacy Trainer, Production Operators, Production Managers, Mixing Operators, Packaging Specialists, Quality Control Operators, Production Technologists, and Maintenance Engineers.

Adecco provides companies with a team of experienced Consultants, ensuring qualified support in the assessment of specialized profiles. Based on companies' needs and the specific market requirements of the different product macro-categories, we support both candidates and companies throughout their development journey.

CosmoJobs is waiting for you at the trade show! Every day, at the Service Center – Block C, Adecco professionals will be available for personalized, tailored consultations.

For more information: <https://www.adecco.com/it-it/aziende/le-nostre-specializzazioni/cosmetica>

Adecco

Adecco is the Group company that develops and enhances human capital, addressing companies' needs for flexibility and quality through dedicated solutions and tailor-made services. Thanks to a team of 2,000 professionals and more than 300 branches nationwide, Adecco employs over 50,000 people every day—50% of whom on permanent contracts—and partners with more than 11,000 clients.

Press Office – The Adecco Group in Italy

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Armando is the official pasta of Cosmoprof 2026

Armando, the pasta made exclusively with 100% Italian wheat from the Armando Supply Chain, renews its partnership with **Cosmoprof** for the third consecutive year. Cosmoprof, the world's leading trade fair for the beauty industry, will take place in Bologna from March 26 to 29, 2026.

The collaboration is further strengthened by a shared commitment to excellence in their respective fields: high-quality food and a symbol of Italian cuisine for Pasta Armando—a brand founded in 2010 at the initiative of its President and Cavaliere del Lavoro, Armando Enzo De Matteis—and beauty and well-being for Cosmoprof

“We are delighted to renew our partnership with Cosmoprof, marking a synergy between the worlds of food and beauty, which are increasingly united by a shared focus on holistic well-being. We believe this is a significant opportunity to showcase Pasta Armando at its best, with its 100% Italian durum wheat supply chain and the ‘Zero Pesticide and Glyphosate Residues Method’ certification, which make it a product of excellence—particularly well suited to a context such as this,” said Fabrizio Nucifora, Brand Sales & Marketing Director of Pasta Armando.

Pasta Armando will once again take center stage in the menus served in the Press Lounge throughout the event, with a selection of recipes specially created for Cosmoprof guests. In addition, the brand is proudly supporting the **‘Boutique’** charity project **by Ageop Ricerca ODV in collaboration with Cosmoprof**: a charity bar where visitors can choose a mix of products from a selection of participating companies and, through a minimum donation, contribute to fundraising efforts in support of Ageop (Associazione Genitori Ematologia Oncologia Pediatrica), which provides daily care and support to children and young people affected by cancer.

Pasta Armando is the flagship brand of De Matteis pasta makers, representing premium-quality pasta produced exclusively with 100% Italian wheat from the Armando Supply Chain. Established in 2010 following the vision of its President and Cavaliere del Lavoro, Armando Enzo De Matteis, the brand is now marketed in Italy and in over 55 countries worldwide. The durum wheat used for Pasta Armando is grown across nine Italian regions by farmers who are part of the Armando Pact, in accordance with a strict production protocol that sets high protein content standards (at least 14.5%) and defines agronomic practices designed to ensure effective land protection. The farmers' meticulous compliance with these standards, combined with a comprehensive system of internal and external quality controls and the presence of both the mill and pasta factory within the same facility—ensuring a fully traceable supply chain—has enabled Pasta Armando to obtain the ‘Zero Pesticide and Glyphosate Residues Method’ certification.

Press Office BCW

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Bevisible at Cosmoprof Worldwide Bologna: promotional solutions and shopper marketing for the beauty world

Bevisible, a company specialized in scouting, designing and producing promotional materials of all types and sizes, is built on solid experience in the fields of communication and shopper marketing. This distinctive expertise enables the company to support clients as a knowledgeable consultant on consumer engagement dynamics and the purchasing process. Each project is developed with the aim of enhancing the brand through effective promotional solutions capable of capturing attention and strengthening the relationship with the audience.

Ongoing scouting activities across Europe and Asia allow Bevisible to anticipate trending objects, materials and display systems, offering clients a tangible competitive advantage. The company constantly monitors the evolution of shopping behaviors and cross-sector trends, providing specialized catalogs for each product category.

Bevisible will be exhibiting at Cosmoprof Worldwide Bologna, the leading international trade fair for the cosmetics and beauty industry. The collaboration with Cosmoprof is part of a path that is fully aligned with the company's mission: making brands attractive and memorable, both inside and outside the point of sale.

At the exhibition, Bevisible will also showcase a focus on **sustainable and innovative materials**, such as gadgets made from **plant-based powders**. This offering is designed for brands that wish to communicate their values in a concrete way, transforming the promotional gadget into a true tool for responsible branding.

BEVISIBLE looks forward to welcoming you at Cosmoprof!

HALL 30 - STAND A61 - 26-29 MARCH 2026

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BIRRA MESSINA OFFICIAL BEER PARTNER OF COSMOPROF WORLDWIDE BOLOGNA 2026

For years a true expression and symbol of **authenticity, passion, and generosity**, Birra Messina **celebrates the hidden beauty found in the simplest details of everyday life**. The brand invites people to see the world with fresh eyes, offering a sense of discovery that unfolds with every sip and every shared moment. All it takes is to slow down, savor the moment, and allow yourself to be surprised by the beauty that surrounds us. A journey inspired by Sicily, living within those who choose to experience the **authentic emotion of a brand that proudly tells the story of the wonders of its land of origin**.

Among these, **art stands out as a defining element of the brand's identity**. Through its projects, Birra Messina celebrates the creativity and talent of the island, in a well-established journey that pays **tribute to Sicilian tradition and cultural heritage**. Emblematic examples are the **limited-edition designer glasses**, created by eleven Sicilian artists since 2021: true works of art that celebrate "wonder" and serve as a symbol of style and beauty for all those who love Birra Messina.

Following **Birra Messina Cristalli di Sale** (2019) and **Birra Messina Vivace** (2024), **Birra Messina Note di Melograno** is launched in 2026 as the latest addition to the Birra Messina family: a proposal designed for those seeking **new taste experiences, while remaining balanced and approachable**. Ideal for the aperitivo moment, it responds to the growing desire for discovery and experimentation that increasingly defines this social ritual, transforming it into an **occasion of shared pleasure infused with a sense of wonder**.

It is a **lager beer** with an alcohol content of 5%, enriched with an unexpected ingredient: **pomegranate juice**. The taste is **well-balanced and pleasantly refreshing**, with a **delicate fruity note on the finish** that immediately invites another sip. With a moderate level of bitterness, Birra Messina Note di Melograno leaves a clean and fresh aftertaste on the palate, achieving a perfect **balance between the beer's character and its aromatic note**. This new release comes in a bottle that shares the iconic shape of Birra Messina Cristalli di Sale, but in a transparent version that enhances its **bright and distinctive color**. Birra Messina Note di Melograno represents a surprising and vibrant alternative, capable of intriguing at first glance and winning you over from the very first sip.

THE SHOW IS OVER.THE BEER IS ON!

On the occasion of Cosmoprof Worldwide Bologna 2026, the leading global trade fair for the beauty industry, Birra Messina delights visitors with a moment of authentic wonder. Every evening, at the main exit of the event, Birra Messina will be offered to the public, transforming the end of the day into a ritual of taste and relaxation. A simple yet special experience that celebrates the pleasure of surprise and the magic of sharing, accompanying the transition from the show to personal time.

For more information: www.birramessina.it

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Caffè Motta partner of Cosmoprof 2026

Caffè Motta, a historic Italian coffee roastery synonymous with quality and tradition, announces its participation in **Cosmoprof Worldwide Bologna 2026** as a partner, reaffirming its commitment to promoting the excellence of Italian taste within one of the most important international events dedicated to the beauty and lifestyle sectors.

During the event, visitors, buyers, and journalists at Cosmoprof 2026 will have the opportunity to enjoy a moment of pause and conviviality in dedicated areas, where they can **taste the espresso, a symbol of Neapolitan tradition**, prepared with carefully selected blends and designed to offer an authentic and engaging sensory experience.

Caffè Motta's presence at Cosmoprof represents a natural meeting point between kindred worlds: a dedication to quality, attention to the consumer experience, and the celebration of Italian craftsmanship. Coffee thus becomes a true **welcome ritual**, capable of accompanying professionals, buyers, and international visitors in a dynamic and highly specialized environment.

Through this partnership, Caffè Motta strengthens its **brand positioning** journey, bringing the ritual of Italian coffee to an international stage that celebrates innovation, style, and contemporary culture.

THE COMPANY

Founded in the 1960s, **Caffè Motta** tells a truly Italian story: that of the **Mastromartino** family, who have combined passion, tradition, and innovation to bring Italians every day a coffee with an intense, genuine, and authentic flavor, capable of expressing the uniqueness of Neapolitan espresso. Thanks to the careful selection of the finest Arabica and Robusta beans, modern roasting and packaging facilities, and a constant commitment to quality, the company continues to grow while remaining firmly rooted in its original values.

For further information:

Press Office Caffè Motta

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www.caffemotta.com



Celebrating 80 Years of Excellence with CIDESCO

Founded in 1946 in Brussels, CIDESCO (Comité International d'Esthétique et de Cosmétologie) has long been recognized as the world standard for beauty and spa therapy. Based in Switzerland, CIDESCO is celebrating 80 years as the leading authority in education within the beauty and spa industry. This milestone marks nearly a century of commitment to excellence, innovation, and professional development.

CIDESCO Professionals: Pioneering Sessions

The Essential Role of the Lymphatic System with Flavia Morellato

Flavia Morellato presents an insightful session exploring the crucial role of the lymphatic system in health and well-being. She highlights the intricate network of vessels and lymph nodes that play a vital role in detoxification and immunity. Through her clinical expertise, Flavia introduces the science behind Manual Lymphatic Drainage (MLD), a technique that supports detoxification, enhances immunity, reduces swelling, manages pain, and contributes to aesthetic results. Meet her on Friday 27 March at 11.10, at World Massage Meeting stage!

Traditional Chinese Massage: A Journey of Self-Care with Doris Seau

Doris Seau offers a captivating presentation on Traditional Chinese Massage (TCM). With over two decades of dedication to natural touch therapies, Doris focuses on self-care and energy balance through traditional Chinese medicine. Her work has impacted women and families across Japan, Singapore, Thailand, and China, emphasizing the importance of holistic health practices. Meet her on Friday 27 March at 12.30, at World Massage Meeting stage!

World Massage Meeting Presenter: Hayley Snishko

Hayley Snishko, owner of Mind Body Touch Training Ltd and a distinguished Massage Therapist with CIDESCO International, brings her wealth of experience to the forefront. With 17 years of practice, Hayley has garnered numerous accolades, including CIDESCO's Global Massage Therapist of the Year 2023. Most notably, Hayley is recognized for her innovative Massage4MentalHealth Campaign. Driven by her personal story of overcoming trauma and mental health challenges, she advocates for massage therapy as a viable treatment option for individuals living with mental health conditions.

Meet her on Friday 27 March and Saturday 28 March, at World Massage Meeting stage!

As **CIDESCO celebrates its 80th anniversary**, the organization continues to inspire beauty and spa professionals worldwide through its dedication to education, innovation, and the promotion of wellness.

The partnership with Cosmoprof, through the World Massage Meeting event, is invaluable to CIDESCO's mission of promoting excellence and innovation in the massage, wellness, and spa industry globally.

For info:

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“COSMOPROF AURA SOLIS” IS BORN

THE NEW HOME FRAGRANCE THAT CELEBRATES THE EXCELLENCE OF MADE IN ITALY

The value of Made in Italy lies in the ability to transform artisanal craftsmanship into objects that tell a story of quality, care, and innovation. From this shared vision comes **COSMOPROF AURA SOLIS**, the *home fragrance* born from the collaboration between **Creasens**, an Italian fragrance house specialized in perfumery and olfactory creations, and **Zignago Vetro**, an international benchmark in the production of high-end glass containers.

The collaboration comes to life thanks to Cosmoprof, which has always promoted the excellence of the Italian supply chain and fostered virtuous synergies among the most representative companies in the sector. Through this connection, Creasens and Zignago Vetro were able to meet, recognizing in their respective production identities complementary values and a shared commitment to quality.

COSMOPROF AURA SOLIS is a tribute to the light, energy, and beauty that define Italian identity.

The purity and precision of the glass meet an olfactory composition made entirely from Italian ingredients, designed to evoke sensations of harmony, warmth, and positivity: a perfect dialogue between material and fragrance.

The elegance of its shapes, the attention to detail, and the quality of the essences tell a story of shared excellence: two Italian companies that, with professionalism and complementary expertise, have succeeded in creating an object that is not merely a diffuser, but a true sensory experience.

COSMOPROF AURA SOLIS is the official gift of the Cosmoprof press conference, presented as a symbol of Italian creativity and manufacturing culture applied to the world of home fragrance.

A collaboration that enhances Italian talent and celebrates the ability of our companies to place quality, research, and emotion at the heart of their work.

CREASENS: It is an international fragrance house that has made the union of creativity, expertise, and technology its key strength in offering fragrances, project development, and a flexible sales process, with highly personalized, tailor-made quality control and olfactory internationalization. For more information <https://creasens.it/en/>

ZIGNAGO VETRO: It is a global leader in the production of hollow glass for the cosmetics and perfumery, food & beverage, and pharmaceutical markets. Thanks to its know-how, excellence, and specialization, the Group is able to meet any type of requirement, both in terms of creativity and production, covering every specific market segment. For more information <https://zignagovetro.com/en/>



Flamigni, a benchmark of Italian pastry excellence, is the technical partner of Cosmoprof Worldwide Bologna 2026.

Flamigni, a historic pastry company from Romagna founded in 1930, has always been synonymous with quality, passion, and tradition. By using premium ingredients such as Isigny butter, pure chocolate, and Madagascan vanilla, Flamigni offers its customers a unique sensory experience through its wide range of products. Its continuous pursuit of innovation, while respecting artisanal traditions, is what makes its confections authentic and of the highest quality.

Flamigni's mission is to offer the public the classics of Italian pastry, such as Panettone and Colomba, as well as new creations like the Italian Aperitivo, always upholding the quality that has made it famous. Each product is the result of a meticulous artisanal process, distinguished by attention to detail—from the selection of raw ingredients to the elegant packaging that preserves freshness and flavor.

Flamigni will participate as the technical partner at **Cosmoprof Worldwide Bologna 2026**, the world's leading trade fair for the beauty sector. Cosmoprof offers a perfect platform to introduce Flamigni to a global audience, strengthen its presence in the luxury confectionery market, and expand its distribution network. The collaboration with Cosmoprof represents an important step in consolidating Flamigni's positioning, as it continues to promote **Made in Italy** with passion and dedication, aiming to reach new international markets.

A journey that continues: tradition, innovation, and passion

Since 1930, the connection between tradition and innovation has been at the heart of Flamigni. Today, with its production facility in Forlì, the company looks to the future with determination, never forgetting its roots. Quality and attention to detail are the foundations upon which Flamigni has built its excellence, establishing itself among the leaders of Italian pastry.

For more information, visit our website [Flamigni](https://www.flamigni.it).

Press Contacts

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Grafiche IMP signs the Welcome Boxes of Cosmoprof Worldwide Bologna 2026

Founded in 1998, **Grafiche IMP** is an Italian company specializing in printing, paper engineering and creative packaging. Over the years, it has consolidated its expertise in the cosmetics sector, becoming a point of reference for brands and companies that choose packaging as a key communication tool.

In recent years, the company has developed a strong specialization in the creation of iconic PR Boxes: elegant and functional kits designed to tell the story of products and brands, turning packaging into a true communication medium. Each project is custom-designed, with great attention to design, materials and functionality, to create a complete experience that is fully consistent with the brand's identity.

Grafiche IMP has produced numerous display kits intended for retail, dedicated to brands' flagship products, demonstrating how packaging can become a vehicle for emotion and storytelling. The company's experience and creativity are reflected in every detail, from the choice of materials to the construction of self-assembling cardboard structures, all the way to the final product presentation.

Grafiche IMP will be a technical partner of Cosmoprof Worldwide Bologna 2026, producing 250 self-assembling cardboard Welcome Boxes for the international Buyer Delegation. Each box is designed to welcome beauty industry professionals with style and care, and contains a selection of products provided by exhibitors, offering buyers a first direct contact with cosmetic excellence and creating a moment of discovery, pleasure and curiosity.

The collaboration with Cosmoprof 2026 confirms Grafiche IMP's role as a creative and reliable partner for the beauty industry, capable of transforming simple packaging into a concrete and memorable brand experience.

To learn more about Grafiche IMP's PR Box projects and packaging solutions:

www.graficheimp.it

Honda is the Mobility Partner of Cosmoprof Worldwide Bologna 2026: elegance and innovation in motion

In the cosmetics sector, where creativity, research, and well-being define global trends, mobility becomes an integral part of the experience. For this reason, **Honda** is the **Mobility Partner** of **Cosmoprof Worldwide Bologna 2026**, the leading international event for the cosmetics industry, scheduled to take place from March 26 to 29, 2026, at the Bologna Exhibition Centre.

This partnership is founded on a shared set of core values: innovation, attention to quality, care for detail, and a sustainable vision for the future. Long synonymous with advanced technology, reliability, and functional design, Honda brings to Cosmoprof its concept of next-generation mobility—electrified, efficient, and designed to improve people’s everyday lives.

Throughout the entire duration of the event, Honda will make its most popular electrified vehicles available to guests and professionals: the Jazz Full Hybrid city car and the HR-V Full Hybrid SUV, which will serve as the official courtesy cars of the event. This represents a concrete contribution to the event’s logistics, translating into quiet, smooth, and low-emission transport solutions, perfectly aligned with Cosmoprof’s contemporary and innovative spirit.

The Honda Jazz Full Hybrid stands out for its identity as a compact and intelligent car, distinguished by the sense of agility and lightness that has always defined it.

The Honda HR-V Full Hybrid, on the other hand, embodies the latest expression of Honda’s design philosophy, featuring an elegant and refined style characterized by clean surfaces and a distinctive strong road presence reinforcing its identity as a next-generation compact SUV.

Through this partnership, **Honda reaffirms its commitment to supporting the world of Italian excellence, making its expertise in automotive innovation available to ensure that the Cosmoprof 2026 experience is even more dynamic, comfortable, and forward-thinking.**

Honda Motor Co., Ltd.

Founded in 1948, Honda is a global leader in mobility and power products, including motorcycles, automobiles, outboard engines, products for domestic and professional use, and light aviation. Its vision is to serve people worldwide with “the joy of expanding the potential of their lives,” driving the transition toward carbon-neutral and safer mobility. In Europe, Honda’s car sales are fully electrified, while globally the company is aiming for carbon neutrality by 2050. In Italy, it operates through its Rome branch and the Atessa (Chieti) plant, the European hub for motorcycle production. Innovation, quality, and respect for the environment are the pillars of Honda’s philosophy, encapsulated in the global motto “The Power of Dreams – How we move you.”

Honda Motor Europe Ltd. Italia

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iMèi is a company from the so-called “cosmetic valley”: young, dynamic, and extremely skilled. *It specializes in the research, creation, and development of tailor-made items ranging from **shoppers to beauty accessories for the body and hair**—original, *refined*, and always **aligned with clients’ needs**.*

The success of a new product depends on many interwoven factors. It lies not only in the ability to propose something useful, but also in offering **brilliant innovation**—an insight that makes it possible to ride a trend. iMèi pays close attention to the latest market trends. Ideas, design, **material** selection (especially **sustainable and environmentally friendly** materials), and **synergy with brands**: everything in the creative process leads to the development of **distinctive products**, ensuring that any **merchandising** initiative becomes an **opportunity for success**.

iMèi & COSMOPROF WORLDWIDE BOLOGNA 2026

Also for 2026, iMèi will be present as a technical partner of Cosmoprof Worldwide Bologna, the leading event for the beauty industry. The company has designed a coordinated set consisting of a **POUCH** for the press conference and a **TOTE BAG** for buyers, both made from **recycled fibers**.

iMèi confirms itself as a **strategic partner** for cosmetic brands, offering tailor-made solutions to enhance their **visibility** and **success**.

What you’re thinking about, iMèi is already designing. For you!

Find out more at www.imei.it



Johannes is the Experiential Technology Partner of the Cosmoprof Worldwide Bologna 2026 press event

*On the occasion of the “Traces of Love” event, the Johannes Capsule
Dispenser will distribute special gadgets to guests*

Johannes, an Experiential Technology Company that blends the physical and digital worlds to create authentic connections between people and brands, is the **Official Partner** of the Cosmoprof Worldwide Bologna press event, taking place in the stunning setting of Palazzo Savioli, a prestigious historic residence in the heart of Bologna.

As the **Experiential Technology Partner** of the evening, titled “Traces of Love,” Johannes will be present with one of its **innovative solutions**: the **Capsule Dispenser**, which will distribute a DUDUU gadget - a lipstick holder designed to attach to a smartphone case—offering guests an engaging and enjoyable moment during the reception.

From live events to retail spaces, from the street to the digital world, Johannes creates **interactive, immersive, and memorable experiences**.

Through **smart and intuitive installations**—from Photo and Video Experiences to Grab Machines and Sampling Machines - along with **gaming, fun engagement solutions**, and much more, every Johannes project is designed to engage, surprise, and make every person feel like the protagonist.

Find out more at johannes.pics

Lost Time Srl is an **Official Partner of Cosmoprof Worldwide Bologna**, the leading international exhibition for the global beauty industry.

Founded in Italy in 2008, Lost Time specializes in **visual communication and bespoke branded products**, combining contemporary design, refined aesthetics and brand consistency. For Cosmoprof Worldwide Bologna, the company contributes to enhancing the visitor experience through **custom-designed welcome kits and tailored materials**, conceived to reflect the elegance and visual language of the beauty world.

“Partnering with Cosmoprof means engaging with an ecosystem where beauty, innovation and attention to detail are essential values,” says Sergio Baggi, Founder of Lost Time Srl. “We design objects that become touchpoints between brands and people, transforming materials into meaningful experiences.”

COMPANY PROFILE

Lost Time srl

You imagine it, we make it happen.

Founded in 2008, Lost Time Srl is an Italian company specializing in **bespoke visual communication and customized products** for brands, events and international exhibitions.

With a distinctive, understated aesthetic, Lost Time creates projects where **design, material quality and brand identity** converge. The company operates in high-end sectors such as **beauty, fashion and lifestyle**, where every detail contributes to shaping perception and emotional connection.

From **luxury welcome kits to tailor-made event materials**, Lost Time approaches each project as a curated brand experience, blending creativity with strategic vision. The result is a collection of refined, functional objects designed to enhance brand storytelling and elevate the customer journey.

Driven by a strong focus on **experiential marketing**, Lost Time partners with brands seeking elegance, coherence and timeless visual impact within premium and international contexts.

Founded: 2008

Founder: Sergio Baggi

Expertise: Visual communication, bespoke branded products, brand experience

Based in: Italy

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Strategic Partner of

**WORLD
MESSAGE
MEETING**

by **COSMOPROF**
WORLDWIDE BOLOGNA

Growth needs direction

The collaboration between the **World Massage Meeting by Cosmoprof** and **LPV Empowerment Services** is being strengthened at a time of strong expansion in the field of manual techniques and professional wellness, marked by a significant increase in demand at both national and international levels.

This development opens up major opportunities, but also creates new complexities, such as an increasingly broad and fragmented training offer, diversified approaches and methodologies, and a growing need to understand how to build networks and share knowledge in a structured way.

In this context, the contribution of **LPV Empowerment Services** becomes **essential in providing not only visibility but also direction**-guiding professionals in navigating the various specializations, maintaining a high level of skill quality, and developing a systemic vision of bodywork, capable of integrating technique, awareness, and long-term sustainability.

LPV Empowerment Services: expertise, innovation, and integrated growth

LPV Empowerment Services is a leading company in professional development and empowerment, providing tools and strategies to enhance technical, managerial, and communication skills.

Its mission is clear: to bring **Light, Power, and Value (LPV)** into the world of work by creating an entrepreneurial ecosystem that places both professional activity and individual growth at its core.

Vision, innovation, motivation, and development guide every action of LPV

At the core lies the **Metodo Integro®**, its distinctive approach. A model that integrates the evolution of treatment and bio-logical knowledge of the body-mind system with concrete entrepreneurial and communication tools. These are oriented toward effectiveness, continuity, and professional ethics, thereby providing direction and strategic clarity in an increasingly complex sector.

World Massage Meeting 2026 is the ideal meeting point for professionals interested not only in raising their level of expertise, but also in receiving clear guidance on how to manage growth, innovation, and the effective use of both business and personal resources in a sustainable way.

Manuela Ravasio - The Pioneer of Wellbeing

A career rich in achievements and collaborations with organizations, institutions, and leading companies in Italy has established her as one of the most authoritative and influential voices in wellbeing and professional development for over 20 years. Her inexhaustible curiosity and deep commitment to exploring and understanding the psycho-physical and relational needs of human beings have made her a true pioneer-able to anticipate emerging market needs and provide professionals with innovative tools to stand out and achieve excellence.

Founder and driving force behind **LPV Empowerment Services**, and creator of the **Metodo Integro®**, Manuela is a respected and visionary mentor. She dedicates her experience to training a new generation of professionals, ready to shape the future of wellbeing with competence, ethics, and passion.

Manuela Ravasio

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MM Operations, logistic partner of Cosmoprof 2026: Italian excellence at the service of beauty

MM Operations, the Italian leader in integrated logistics for the pharmaceutical and cosmetics sectors, is the official partner of Cosmoprof Worldwide Bologna 2026, the world's leading international trade fair dedicated to professional beauty.

The collaboration aims to support Cosmoprof in the logistical management of materials and products intended for buyers and selected guests, ensuring efficiency, punctuality, and operational excellence at every stage of the process.

About MM Operations

MM Operations is a company specialized in the integrated management of industrial and e-commerce logistics. The company supports its clients by offering tailor-made solutions that include goods receiving, warehousing, packaging, distribution, and transportation, with a strong focus on process optimization, operational flexibility, and service continuity.

Thanks to solid technical know-how and a well-structured organization, MM Operations operates as an advanced logistics partner for companies across various industries, supporting them in the management of highly complex projects.

Founded in 2015, MM Operations has grown to become a benchmark in specialized logistics, with particular excellence in the pharma-cosmetics sector. With 1,900 employees, 44 operational sites, and 1,750,000 square meters of warehouse space across central and northern Italy, the company manages the entire supply chain for over 100 active clients, processing 65,000 orders daily.

MM Operations' business model is based on total governance of every process, eliminating intermediaries to ensure flexibility and responsiveness. With more than 1,900 employees and the capacity to handle 65,000 orders per day, the company integrates proprietary technologies (in-house WMS) and lean approaches to support the most demanding brands in the Beauty, Pharma, and Cosmeceutical sectors.

The partnership with Cosmoprof

On the occasion of Cosmoprof Worldwide Bologna 2026, MM Operations manages the entire logistics supply chain for the production of bags and welcome boxes intended for selected buyers and guests of the event. The operation involves MM Operations' warehouses, equipped with AIFA-certified temperature-controlled areas, real-time traceability systems via a proprietary WMS, and 24/7 security standards. Final transportation to the Bologna exhibition venue ensures punctual delivery and product integrity through meticulous control of every operational phase.

Through this collaboration, MM Operations provides Cosmoprof with its expertise in managing coordinated logistics flows, contributing to the high-quality experience offered to the event's international buyers and stakeholders.

"Collaborating with Cosmoprof means placing our organizational intelligence at the service of Italian excellence in beauty," said Dr. Maurizio Beretti, CEO of MM Operations. "In a market where speed and compliance are non-negotiable requirements, we demonstrate that proprietary technology and integrated governance make the difference between a logistics provider and a strategic partner."



SAN BENEDETTO DEBUTS AT COSMOPROF WORLDWIDE BOLOGNA 2026

Acqua Minerale San Benedetto will take part for the first time in **Cosmoprof Worldwide Bologna 2026**, scheduled from 26 to 29 March, one of the leading international events for the beauty industry, marking a new and significant step in the brand's evolution in the world of wellness and personal care.

At **Hall 30, Stand D64**, San Benedetto will take center stage with a dedicated space showcasing two exclusive offerings that provide a complementary interpretation of the concept of everyday beauty and wellness: **San Benedetto Skincare**, the food supplement designed for skin and hair, and the new **Moisturizing Skin Care Spray**, making its absolute debut.

A unique innovation for the brand, the Moisturizing Skin Care Spray is a mist with a light, weightless texture, designed to envelop the face and décolleté in a cloud of freshness. Formulated with water and hyaluronic acid, it delivers an immediate sensation of relief and a boost of hydration, helping to awaken and revitalize the skin at any time of day.

Alongside this new launch, San Benedetto also brings **Skincare** to Cosmoprof, the food supplement in natural mineral water enriched with **collagen, zinc and hyaluronic acid**, designed to support the wellbeing of skin and hair.

The combined action of Skincare and the Moisturizing Skin Care Spray creates a complete beauty ritual that works from the inside and the outside, offering a harmonious and integrated approach to skin wellness.

Acqua Minerale San Benedetto is also taking part in Cosmoprof Worldwide Bologna as a technical partner, enhancing the event experience with **San Benedetto Millennium Water in the glass format and San Benedetto Skincare**, further confirming the brand's commitment to promoting a concept of wellbeing that brings together hydration, quality and functionality.

San Benedetto's presence at Cosmoprof therefore represents a strategic milestone, strengthening the brand's positioning in the beauty and lifestyle arena and reaffirming its ambition to explore new consumer territories through innovative projects that are consistent with the brand's DNA and aligned with the most current market trends.

Gruppo Acqua Minerale San Benedetto S.p.A.

Founded in 1956, Acqua Minerale San Benedetto S.p.A. operates in 100 countries across five continents and is the leading player in the non-alcoholic beverage market in Italy (GlobalData, 2025 source, 2024 data). Today, the Group operates eight plants in Italy – Scorzè (VE), Pocenia (UD), Popoli Terme (PE), Donato (BI), Nepi (VT), Viggianello (PZ), Atella (PZ) and Villazor (SU) – as well as four international production sites: two in Spain, one in Poland and one in Hungary. As a "Total Beverage Company," San Benedetto is active across all segments of the non-alcoholic beverage market: from mineral waters (San Benedetto, San Benedetto Millennium Water, Acqua di Nepi, Guizza, Pura di Roccia, Fonte Corte Paradiso and Cutolo Rionero Fonte Atella) to functional waters (Aquavitamin, San Benedetto SKINCARE, Aquaprotein); from carbonated soft drinks (San Benedetto and Schweppes) to teas (San Benedetto) and children's products (San Benedetto Baby); from sports drinks (Energade) to tonic waters (Schweppes), still fruit-juice-based beverages (San Benedetto Succoso) and aperitifs (San Benedetto), through to energy drinks (San Benedetto Super Boost and San Benedetto Fruit & Power) and plant-based beverages (San Benedetto Oat).

For further information:

www.sanbenedetto.it



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THE
GOOD
IDEA



The Good Idea renews its collaboration with Cosmoprof Worldwide Bologna by providing the official Boutique shoppers

The collaboration between **Cosmoprof** and **The Good Idea** continues into 2026. The Good Idea is a **Benefit Corporation** specializing in sustainable corporate merchandising, through its **beauty branch Sai Devi**.

Certified B Corp since 2023, The Good Idea develops merchandising solutions that combine design, quality, and tangible sustainability, with an approach focused on generating positive impact throughout the entire supply chain. The Boutique 2026 shopper is a direct expression of this philosophy: a product designed to last, to be reused, and to consistently reflect the identity of the event.

Following previous editions, the company confirms its role as a partner of the Boutique initiative, once again designing the **official shoppers** for this year. A project that continues over time because it is built on a shared vision: transforming a functional object into a carrier of values, thoughtful design, and responsibility.

Sai Devi, The Good Idea's beauty division, continues to work closely with cosmetic brands to deliver tailored projects that bring together aesthetics, functionality, and responsible choices. Its presence within Boutique 2026 strengthens the dialogue with an industry that is increasingly attentive not only to how it communicates, but also to what it communicates through its materials.

"Renewing this collaboration means continuing along a path that has proven solid and consistent over the years," comments Serena Carcassoli, Partner at Sai Devi – The Good Idea. 'Boutique represents a context in which the value of detail, quality, and responsibility finds concrete expression. It is the right ground on which to keep building projects that make sense, today and tomorrow.'"

With Boutique 2026, Sai Devi – the beauty branch of The Good Idea – reaffirms its commitment to supporting the cosmetics industry with merchandising solutions designed to tell brand stories in an authentic, conscious, and contemporary way.

For further information: www.thegoodidea.it



VALDO

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VALDO SPUMANTI OFFICIAL WINE PARTNER A COSMOPROF WORLDWIDE BOLOGNA 2026

Three exclusive events designed to celebrate beauty, innovation and international connections, reaffirming the winery's role as an ambassador of Italian sparkling wine worldwide.

Valdo Spumanti will be Official Wine Partner of the 57th edition of Cosmoprof Worldwide Bologna, the leading beauty trade show in Italy. From 26 to 29 March 2026, Bologna will take center stage as the international capital of beauty, welcoming key players from the global cosmetics industry – brands, buyers, media and opinion leaders – in a setting where creativity and excellence converge.

The Valdobbiadene-based winery will be among the protagonists of the event, offering guests dedicated tastings and wine experiences. This participation takes on even greater significance in the year of Valdo's centenary, marking one hundred years of winemaking expertise.

Valdo's presence unfolds through an experiential project focused on conviviality, taste and dialogue with an international audience.

The iconic cuvées Aquarius Blanc de Blancs and Aquarius Rosé Brut will accompany one of the most prestigious moments of the event: the gala evening of the Cosmoprof & Cosmopack Awards, the renowned "Oscars of Beauty", which celebrate innovation and excellence within the industry. Created in collaboration with American artist Ceci Johnson, these two Special Editions stand out for their hand-drawn designs inspired by the depths of the ocean, printed directly onto the glass to transform each bottle into a striking design object.

Throughout the three days of the exhibition, the winery will also be present in the Buyer Lounge in Hall 36, where it will offer tastings of Elevantum Valdobbiadene Prosecco Superiore DOCG Brut and Elevantum Prosecco DOC Rosé Brut – two labels designed to express the excellence of Prosecco in a business-oriented context.

Valdo's wines will be featured at the press cocktail "Traces of Love", hosted in the intimate and exclusive setting of Palazzo Savioli. The wine list will include both a sparkling and a still wine: Cuvée 1926 Valdobbiadene Prosecco Superiore DOCG Extra Dry, alongside a Friuli DOC Grave Sauvignon from the Friulian winery I Magredi, recently acquired by Valdo.

Valdo's presence at Cosmoprof Worldwide Bologna represents an authentic meeting point between kindred worlds: beauty and quality wine, both expressions of culture, research, aesthetic sensibility and the ability to interpret contemporary trends.

"Cosmoprof is a privileged observatory on the future and on the dialogue between international excellences," says Pierluigi Bolla, President of Valdo Spumanti. "Being Official Wine Partner with a structured program of tastings and wine experiences allows us to convey our style and the value of Made in Italy through moments of genuine sharing, within high-profile international contexts."

Founded in 1926, Valdo Spumanti was born in the heart of Valdobbiadene, among the Prosecco Hills recognized as a UNESCO World Heritage Site – a territory that embodies beauty, tradition and winemaking know-how, and that has inspired the company's journey for over a century.

Today, Valdo is an international benchmark in the production of Prosecco Superiore and sparkling wines, interpreting an Italian lifestyle defined by elegance, conviviality and attention to detail – values the brand proudly brings to major global events.



YOGI TEA INFUSIONS BRING A MOMENT OF WELLNESS TO COSMOPROF WORLDWIDE BOLOGNA 2026

YOGI TEA, an international brand specializing in **organic teas and herbal infusions inspired by the Ayurvedic tradition**, renews its participation in Cosmoprof Worldwide Bologna, the world's leading event for the beauty industry.

A collaboration born from a shared vision and common values such as beauty, harmony, and well-being.

Founded in the 1970s, the brand combines carefully selected herbs, spices, and plants to promote balance, wellness, and mindfulness.

YOGI TEA products are:

- 100% organic
- Made with natural and sustainable ingredients
- Free from artificial flavorings
- Designed to support body, mind, and spirit

Each blend is accompanied by inspirational messages, transforming the tea experience into a true daily wellness ritual.

YOGI TEA organic infusions and teas will be available in the Cosmoprof lounge areas dedicated to journalists, buyers, and institutions, offering a moment of pure well-being.

Visit: <https://yogi-life.com/it-IT>

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