

WRAP UP

**Cosmoprof North America**

The Mandalay Bay Convention Center in Las Vegas hosted Cosmoprof North America (CPNA) in July. The three-day trade show was the platform it promised to be, welcoming many sectors of the beauty industry and offering a plethora of networking opportunities for its 27,040 attendees.

In total, CPNA drew 992 exhibitors—the most since it was launched in 2002—including 314 international exhibits representing 38 countries.

Show highlights included:

- Discover Beauty, an exclusive initiative of CPNA, assisted emerging brands in finding their appropriate retail market and hosted meetings with major retailers.
- In exchange for a small charitable donation to the City of Hope—a Duarte, California-based research, treatment and education center aimed at helping people with life-threatening diseases—attendees selected deluxe-size samples from

20 participating brands at the BOUTIQUE sampling bar.

- For the first time, CPNA brought in five online beauty experts who participated in the Beaut-E Zone and a Q&A educational event moderated by *Beauty Store Business (BSB)* executive editor Marc Birenbaum.
- Dallas Mavericks owner and TV personality Mark Cuban was the keynote speaker for the Professional Beauty Association's (PBA) Annual Business Forum. His address was followed by a Q&A with three moderators, among them Creative Age Publications publisher and CEO Deborah Carver.
- The 25th North American Hairstyling Awards (NAHA) were hosted by Bill and Giuliana Rancic, and included presentations from Aveda, jcp salons, Redken and Allen Ruiz, recipient of the 2013 NAHA Hairstylist of the Year award.



Clockwise, from top left: Anna Pacitto of Salon Pure in Montreal, winner of Master Hairstylist of the Year, with Amy Dodds, executive editor of *Beauty Launchpad*, at the NAHAs; Star Nail's team (l-r) Elaine Watson, vice president of marketing and sales, Christina Jahn, director of marketing, and Arica Carpenter, brand manager for Cuccio Naturalé; keynote speaker Mark Cuban on stage with publisher Deborah Carver.

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