

## Digital event

**COSMOPROF** | The first edition of WeCosmoprof, the digital event for the beauty industry organized by Cosmoprof Worldwide Bologna, has ended successfully. From 4 to 10 June, the innovative format was made available to exhibitors who had originally registered for the 53<sup>rd</sup> edition of the event. A total of over 6,000 operators took part in the live sessions. The program included the network platform Cosmoprof My Match, webinars, CosmoTalks, a virtual series with over 50 speakers and the



The major digital event that served as a replacement for the canceled Cosmoprof Worldwide Bologna trade fair was a complete success.

Cosmo Virtual Stage meetings, which gave an overview of the professional channel in Italy. 15 experts shared suggestions and tips for operators struggling to reopen the activities. The second edition of the digital event will take place in October.

[www.cosmoprof.com](http://www.cosmoprof.com)