

## Press release

### Marchesini Group Beauty makes its return to the Bologna trade fair centre at OnBeauty by Cosmoprof

**Pianoro (Bologna)** – Marchesini Group Beauty will be exhibiting at **OnBeauty by Cosmoprof Worldwide Bologna**, the first trade fair to bring the cosmetics industry together in one place after the halt caused by the pandemic, which is to be held in Bologna from 9 to 13 September.

The event, a foretaste of the 53rd edition of Cosmoprof Worldwide Bologna, postponed to March 2022, will offer all Beauty industry players the opportunity to meet again face to face in a multidisciplinary show format to be held coinciding with **SANA**, the international exhibition of organic and natural products, and **COSMOFARMA EXHIBITION**, the key event for those working in Health Care, Beauty Care and pharmacy services.

Marchesini Group Beauty will be exhibiting in Bologna on **9 and 10 September** with a selection of laboratory machines on display (Hall 31, Stand A2), including the **AXOMIX 10** turbo-emulsifier for producing creams, lotions and toothpastes, built by the **Axomatic** brand, and an **e-FILLY** full electric filling machine produced by **Dumek**, the historic Bologna company specialised in processing solutions for the cosmetics and pharmaceutical industry, which moved to the Marchesini Group Headquarters at Pianoro last January.

The laboratory machines on show also include the *TAP TAP TEST* for checking the fitting of sticks in packaging, developed by **Cosmatic**, a company from Lombardy specialised in lipstick production and cosmetic powder filling technologies, which recently joined the Group.

“OnBeauty by Cosmoprof will be the first opportunity for a very long time to meet and talk about beauty and wellbeing face to face,” comments **Valentina Marchesini**, director of the Marchesini Group’s Beauty Division. “In the year when the pandemic has forced us to wear face masks, discouraging the use of make-up, we have officially opened our Beauty Division at our Pianora Headquarters and acquired an Italian company that specialises in the production of lipstick machines. That may seem crazy to some people, but we consider it a strategic choice, to enable us to replicate in the cosmetic segment what we are already doing for the pharmaceutical market. The Bologna exhibition will be an opportunity to discuss the new market trends with all supply chain players. The health emergency has heightened the focus on issues of sustainability, health and personal care: the world has never needed beauty so much.”

The Marchesini Group Beauty team will be on hand to assist all visitors to the stand wishing to know more about the potentials of the new **Beauty Division**: 5,000 square metres of new facilities developed at the Pianoro headquarters dedicated to the wide assortment of cosmetic product processing and packaging solutions. This business unit, already operational, will help to make the Group even more competitive on a growing market that has withstood the crisis triggered by the pandemic particularly well.

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