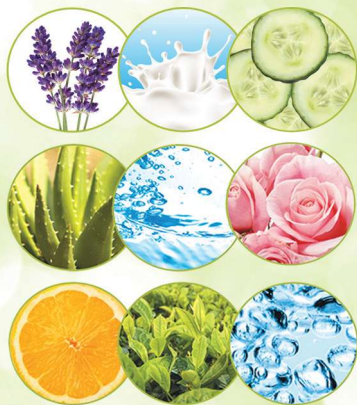


Cala®

Make-up Remover Cleansing Tissues



Gently Removes Make-up
Deep Cleansing & Moisturizing
Leaves Skin Smooth & Soft



Lavender, Milk, Cucumber,
Aloe Vera, Collagen, Rose,
Orange, Green Tea, Fragrance-Free

✓ **High Quality**



30 Wet Tissues per Pack

Cala® PRODUCTS

LOS ANGELES, CA 90007 U.S.A.
TEL 213. 745. 5141 | FAX 213. 745. 5145
www.calaproduct.com

Use FreeInfo #52

DATE BOOK

JUNE

20-22 International Esthetics, Cosmetics & Spa Conference, Las Vegas Convention Center, Las Vegas, 800.498.6984, iecsc.com/lv

JULY

11-14 PBA Beauty Week, Mandalay Bay Convention Center, Las Vegas, 800.468.2274, probeauty.org/beautyweek

12-14 Cosmoprof North

America, Mandalay Bay Convention Center, Las Vegas, 800.468.2274, cosmoprofnorthamerica.com

AUGUST

22-24 Face & Body Northern

California, McEnery Convention Center, San Jose, California, 630.653.2155, faceandbody.com/california

SEPTEMBER

15-17 Creative Beauty Paris/

COSMEETING, Porte de Versailles, Paris, France, +33 (0) 1 44 69 95 53, creative-paris.com

20 NAILPRO Sacramento,

Sacramento Convention Center, Sacramento, California, 888.491.8265, nailprosacramento.com

continued on page 104

PREVIEW

Cosmoprof North America

The 13th edition of Cosmoprof North America (CPNA), in conjunction with PBA Beauty Week, will take place from July 12-14 at the Mandalay Bay Convention Center in Las Vegas. This year's trade show is expected to welcome more than 27,000 industry professionals from at least 100 countries.

John Paul DeJoria, co-founder of the Paul Mitchell haircare line, will join TV personality and Dallas Mavericks owner Mark Cuban to host Beauty Pitch, a brand-new initiative at the show's Business Forum. Beauty Pitch offers up-and-coming and established companies the opportunity to present their brands, products or ideas to a panel of top investors, including Cuban and DeJoria. As a part of the *Shark Tank*-style competition, five finalists will have the chance to pitch live to the panel. One winner will receive a one-year mentorship from Cuban and others may have the chance to receive funding from a reputable private equity firm.

CPNA has also announced Tones of Beauty, a multicultural program curated by Corey Huggins, founder and CEO of global beauty media group *love, Aunt Bonnie*. The brand-new program will showcase 10 companies that are spearheading efforts to attract multicultural consumers.

Sniffapalooza, an organization that brings together fragrance aficionados from around the world, will lead the Discover Scent program, another new initiative from CPNA. Similar to



Scenes from last year's Cosmoprof North America show.



the Discover Beauty program, which returns to the show for the ninth year, this new program provides emerging fragrance brands with an outlet to showcase their perfumes directly to major distributors, retailers, spas and salons. The show's SPOTLIGHTS sector highlights 20 new-to-the-market, artisanal brands whose unique product ranges are deemed a prime fit for high-end retail stores, boutiques, salons and spas.

In addition to these specialized areas, the show floor will host nearly 950 exhibitors from 40 countries, organized by categories in four separate pavilions, including Professional Beauty and Cosmetics & Personal Care.

For more information and a show floor plan, visit cosmoprofnorthamerica.com.