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# Regeneration Newgeneration

BOLOGNA | 8 - 10 MAY 2026

Project and direction In collaboration with



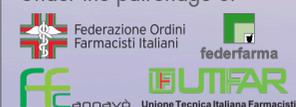
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## THE PROMOTIONAL CAMPAIGN

Each edition of the **Cosmofarma Exhibition** focuses its communication campaign on themes and messages that encourage reflection on the ongoing changes within the pharmacy sector.

In **2026**, this journey continues with the claim "**ReGeneration/NewGeneration**", which brings the concept of 'generation' to the forefront, exploring it through various perspectives: from intergenerational dialogue behind and in front of the pharmacy counter, to managing generational transitions within the profession; addressing gender-related issues, and examining the profile of the new generation

that is shaping the pharmacy of tomorrow.

This multifaceted concept, centered around the word "generation", is symbolized by a tree a timeless emblem of life and continuity. Its roots are deeply embedded in the rich knowledge of the ancient profession of pharmacy, showcasing a DNA interwoven with luminous strands that balance nature and technology.

The pharmacy profession has deep historical foundations, while confidently looking toward the future, passing down knowledge and passion from one generation to the next through the daily service of those at the pharmacy counter.

## Cosmofarma is

**Cosmofarma** is the **annual event** dedicated to the world of Italian pharmacy. It serves as a year-round platform designed to promote brand visibility, foster business opportunities with key market players, connect with the professional community, explore emerging trends, and train and update in the various areas of the profession.

**Cosmofarma** is **community** and **connection**, **business** and **opportunity**, **education** and **professional development**, **communication**, and **trend insight**.

**Cosmofarma** is the leading event for the most current and pressing topics in pharmacy through

targeted deep dives into well-established segments, including: - **Nutraceuticals Conference**, offering an in-depth overview of the nutraceutical sector in pharmacies through expert insights and analysis; - **Cosmetic Summit**, providing a dedicated focus on the market and emerging trends in the field of dermo-cosmetics within pharmacies

**Cosmofarma** is the expression of the **vision** through the **Business Conference**, which looks beyond the pharmacy itself by engaging speakers who deliver inspirational content aimed at approaching the profession with fresh perspectives and renewed energy.

## EXHIBITING AREAS



**PHARMACEUTICAL,  
PARAPHARMACEUTICAL,  
HEALTH CARE**



**NATURAL PRODUCTS,  
NUTRITION AND DIETING**



**DERMOCOSMETICS**



**NETWORKS, DISTRIBUTION,  
CONTRACT MANUFACTURING**



**SERVICES FOR PHARMACIES**

## In synergy

### MiCuroDigitale

Talks on digital development and AI in pharmacy, providing a platform to compare company solutions and expert insights.

### International Buyer Program

International Buyer Program: to encourage the meeting and relations between supply and demand, connecting companies or pharmacies' owners with national and international buyers during meeting in a dedicated area.

### Cosmofarma RoadShow

Itinerant events where pharmacists and companies connect with local communities, providing relevant, personalized content throughout the year.

### Communication

the opportunity to take advantage of an integrated communication plan and the synergy with **Tecniche Nuove Group** through the platforms dedicated to the pharmacy sector.

## Designed for

**PHARMACISTS** (owners, associates, hospital pharmacists, assistants)

**HEALTHCARE SECTOR  
OPERATORS  
COMPANIES**

**PHARMACY STUDENTS**

**HEALTHCARE OPERATORS**

**MEDIA**

## Numbers

