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ICMAD Presents The College of Cosmetics™ Educational Program at Cosmoprof Worldwide Bologna 2018

ADDISON, Texas (March 12, 2018) – The Independent Cosmetic Manufacturers and Distributors ([ICMAD](#)) Association is presenting its exclusive and recently introduced The College of Cosmetics™ educational program at [Cosmoprof Worldwide Bologna 2018](#).

The College of Cosmetics was launched at ICMAD's Technical Regulatory Forum in February 2018. The educational program was created by the most innovative and creative professionals in the cosmetics business to offer practical, business-oriented advice on the cosmetic and personal care industry in U.S. and international markets.

Presenting at [CosmoForum](#) on Thurs., March 15, ICMAD's session brings together a panel of renowned experts to discuss market analysis, business opportunities and advice for international cosmetics companies. The speakers include:

- Pamela Busiek, President and CEO, ICMAD
- Craig Weiss, Chair of Technical/Regulatory Committee, ICMAD
- Dr. Robb Akridge, Co-Founder and VP of Clinical Affairs, Pacific Bioscience Laboratories
- Sharon A. Blinkoff, Secretary & General Counsel, ICMAD

“Our College of Cosmetics educational program offers valuable knowledge and insight to all companies that are industry innovators. The program is a natural fit with Cosmoprof Bologna which has been an international business development hub for 50 years,” said Pamela Busiek, ICMAD President and CEO.

“This is the perfect environment to share our experience to benefit companies in the global cosmetics and personal care industry.”

On the evening of March 16 from 7 – 9 p.m., ICMAD will host a reception at Ristorante Neoclassico, Plutone Room in the Royal Carlton Hotel to welcome the participants of Cosmoprof Worldwide Bologna. The reception is graciously sponsored by [East Hill Industries, Inc.](#), [Grande Cosmetics](#) and [QuadPack](#).

ICMAD will also have a [booth](#) in the USA country pavilion, hall 14, booth D35.

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ABOUT ICMAD:

The International Cosmetic Trade Association, ICMAD, is a non-profit trade association supporting creative, innovative companies, from startups to established multinational businesses of all sizes. ICMAD’s goal is to help our members succeed in the rapidly changing, highly competitive global cosmetics and personal care industry. Since 1974, ICMAD has provided essential guidance and support through business tools, publications, education, networking opportunities, and key advocacy support. We are proud to help our members foster the creativity and innovation that is the heart of the cosmetics and personal care industry. Stay on top of the latest industry regulations, news and events with ICMAD online at www.icmad.org, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).