

GLO by CO2Lift® Makes Its Consumer-Focused Debut at Cosmoprof North America Las Vegas 2026

The science-backed skincare brand brought carboxytherapy into consumer beauty conversations at Discover Beauty along with an immersive creator experience.

LAS VEGAS, NV, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [GLO by CO2Lift®](#) marked an important milestone in its expansion into the consumer beauty market with its presence at Cosmoprof North America Las Vegas 2026, where the brand exhibited within the highly curated Discover Beauty section.



Celebrity Artist Kamilla Rovshanbekova at CO2Lift® Booth.

The appearance represented one of GLO by [CO2Lift®](#)'s strongest consumer-facing initiatives to date, introducing a broader beauty audience to carboxytherapy and the science behind CO2LIFT's approach to skin health, hydration and visible radiance.

“

Cosmoprof gave us the opportunity to introduce GLO to a broader consumer audience and make carboxytherapy not only understood, but relevant to the future of beauty and wellness.”

Nina Lato, SVP of Global Marketing & Retail, CO2Lift®

Rather than simply presenting product, GLO by CO2Lift® approached Cosmoprof as an opportunity to educate, demonstrate and create an experience around the technology.

Throughout the show, attendees were able to discover the GLO by CO2Lift® collection while learning more about the role of topical carboxytherapy and how the technology has evolved from its professional roots into an accessible at-home beauty ritual.

Joining the brand at its Discover Beauty booth were

celebrity beauty artist Kamilla Rovshanbekova and model Umi Ubaydullaeva, bringing a fashion and beauty editorial perspective to the GLO experience and creating content that showcased the products through a modern consumer lens.

Beyond the Booth: The CO2Lift® Experience - GLO by CO2Lift® extended its Cosmoprof presence well beyond the convention floor by bringing four creators to Las Vegas for an immersive CO2Lift® Experience centered around wellness, beauty, education and hospitality.

The invited group included actress Ediza Ferris, singer and creator Kristina Menissov, content creator Yanina Makoviy, and petite model Aiyah Hammond. The multi-day experience was designed to allow the creators to experience the world of CO2Lift® firsthand, not simply through product gifting, but through the lifestyle and education surrounding the brand.

Guests were hosted at ARIA Resort & Casino, where their rooms were curated with CO2Lift® products, beauty essentials and personalized gifting. The itinerary included intimate dining experiences, including a private dinner at Scarpetta, a family-style dinner at Lemongrass at ARIA, and a full day experiencing Cosmoprof North America alongside the GLO by CO2Lift® team.

For the brand, the activation reflected a larger strategy: connecting clinical innovation with the way today's consumer actually discovers beauty, through experience, education, trusted voices and authentic content.

"We wanted Cosmoprof to be more than a booth. GLO represents an opportunity to introduce an entirely new consumer to carboxytherapy, and education is essential to that," said [Lana Kerr](#), Founder and CEO of CO2Lift®. "Our goal was to let people experience the brand, understand the science behind it and see how easily it can become part of a modern beauty and wellness routine."



LJ King at CO2Lift® Booth



Model UMI at CO2Lift® Booth, next to campaign photo.

Taking Carboxytherapy From Professional Treatment Rooms to the Beauty Consumer - CO2Lift®

has built its reputation around carboxytherapy and its application within professional aesthetics. With GLO by CO2Lift®, the company is expanding that conversation to a new generation of beauty consumers seeking sophisticated, science-led skincare that fits seamlessly into at-home routines.

The Cosmoprof activation served as an important bridge between those two worlds. By pairing live industry exposure within Discover Beauty with creator storytelling and experiential programming throughout Las Vegas, GLO by CO2Lift® demonstrated how a traditionally treatment-driven technology can enter the broader conversation around skin health, beauty, wellness and longevity.

The appearance also signals a continued focus on growing GLO by CO2LIFT's presence within the direct-to-consumer and retail beauty landscape.

About GLO by CO2Lift®

GLO by CO2Lift® brings the science of CO2Lift® carboxytherapy into a modern, consumer-focused skincare experience. Developed from the technology behind CO2LIFT's professional aesthetic treatments, GLO is designed for consumers seeking elevated, science-driven solutions that support hydrated, radiant and healthy-looking skin.

GLO by CO2Lift® is part of the CO2Lift® family of products developed by Lumisque Inc.

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