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20th BEAUTY FORUM HUNGARY 2011

The **20th BEAUTY FORUM HUNGARY** was organized between the 16th and 17th of April in 2011 in SYMA Sports and Events Center. More than 150 exhibitors were displaying their latest products, services, developments and trends for almost 7000 trade visitors at decorative stands on an approximate area of 8000 m².

This Beauty Forum were organized to celebrate the 20th anniversary and began with a jubilee ceremony. Honoring certificates were given to firms, experts and partners of the professional beauty industry, who assisted the success of Beauty Forums in the past twenty years. Honoring certificates were given by the founders of the Hungarian Beauty Forum, Klára Szabó and Éva Magyar and the Beauty Forum's recent managing director Anita Polgár-Zsilák.

Honoring certificates were received by **exhibitors**, who had exhibited on the first Beauty Forum exhibition twenty years ago and further on:

PL Beauty Cosmetics Kft. Anaconda Professional
Apollos Bt.
Alveola Kft.
Beauty World Kft.
Belvárosi Creative Stúdió
Calendula Kozmetikai Kft.
Alesia Beauty Kft.
Swiss Beauty Fashion Kft.
High Care Cosmetics Hungária Kft.
Hollandimpex Kft.
Cosmetic Trade Kft.
Euro-Cosimex Bt.
Paloma Kft.
Sanfero Ecsetház Kft.
STELLA Kereskedelmi és Ipari Zrt.
Styx Naturkosmetika Kft.

For their work in the professional beauty industry honoring certificates and bouquets were given to our kind partners:

Anna Gera make-up artist, Melinda Ágoston make-up artist, Barbara Kovács make-up artist, Ágnes Rikk make-up artist, Anita Molnár make-up artist, Marianna Balázs make-up artist, Eleni Marinelli make-up artist, Ilona Samu make-up artist, Zita Sipos make-up artist, Barbara Dudás make-up artist, Kathy Dévényi make-up artist, Mátyás Éva Nail Designer and trainer, Andrásné Kászonyi cosmetician master, Miklósné Kocsenda cosmetician master, the previous president of the Cosmetician Chamber of Industry.



Exclusive partners of Beauty Forum were also honored:
SYMA Sport- és Rendezvényközpont
IDEA FONTANA KFT.
SI-MI KFT.
COLOSSAL KFT.



The main topic of the 20th Beauty Forum was epilation. During the **Epilation-Depilation Congress** 21st century's epilation and alternatives were presented by professional players of epilation in Hungary.

The main stage of **Beauty Point** allowed companies to present their latest brands, technologies and novelties. We could also enjoy fantastic make-ups which were made by Hungary's top make-up artists.

The traditional program of **Nailpro Saloon Pedicure Congress** with lectures by medians at fully booked interest, this year complemented by the **European Podology Section**.



On Sunday we held the ever-successful **Business-Economical Symposium** with well-known marketing, communication and online experts and very interesting topics like customer acquisition, price calculation in the profession of cosmetics, customer satisfaction methods and the importance of self-care and webmarketing. The Business Symposium was finished by an interactive round-table discussion where both the audience and invited companies were truly active.

On both days programs, lectures, practical presentations and professional competitions were organized on many locations. The expressed interest towards our programs and event again confirmed that Beauty Forum is very important for the Hungarian's professional audience.



Special thanks for the support of our exclusive sponsor:





This year's thrill consisted of the competition of the best actors in Hungary at professional championships targeting the international frontline. We were keeping our fingers crossed for a total of 39 participants in the **Hungarian Nail Design Cup, in the two categories 'Beginners' and 'Professionals'**. The Professional category of Hungary will be represented by two technique-winners at the international championship at the 26th European Master's Nail Design 2011 in Munich.



Winners in professional category of nail building technique were:

- Place 1: Emese Koppányi
- Place 2: Zsuzsanna Horváth
- Place 3: Virág Halász

Winners in professional category of nail tipping technique were:

- Place 1: Nikolett Bán
- Place 2: Adrienn Sándor
- Place 3: Tímea Barsi

Winners in beginners' category of nail building technique were:

- Place 1: Rita Nagy
- Place 2: Melinda Klára Halasi
- Place 3: Mária Szabó

Winners in beginners' category of nail tipping technique were:

- Place 1: Mrs. Markó Gabriella Horváth

The professional jury participants were:

Trang Nguyen (president of jury), Évi Darabos, Gabriella Kovács, Mrs. Malek Mária Vigh, Roberta Gianetti (Italy)

Thanks for the participating of jury members.

Special thanks for the support of our competition's sponsors!

On Sunday 12 finalists of the **Hungarian Make-Up Cup** were competing in Beauty Saloon. The location of the musical presentations and the public scoring was the main stage of Beauty Point. Suspension rocketed high when the results were revealed namely the winner, who will be the one to represent Hungary at the 26th International Masters' Award Make-Up in Munich, fall 2011.

The winners were:

- Place 1: Judit Kökény
- Place 2: Robert Dominique
- Place 3: Adrienn Szűcs



We wish to express great thanks for the participating jury members:
Anna Gera (president of jury), Marianna Balázs, Barbara Dudás, Ágnes Rikk and
stylist and fashion designer Ildikó Andó.

Special thanks for the support of our competition's sponsors:



BEAUTY FORUM – 10th Beauty Hair & Spa Congress and Trade Fair 2011

Beauty Hair & Spa will be held on November 5-6, 2011, at the SYMA Sports and Events Center again.

The terms of participation are available on our website www.beauty-forum.hu or are to be requested from us on our contacts below.

Application submission date: June 1, 2011

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