



15.

BEAUTY FORUM HUNGARY

Jubilee Exhibition

For the 15th time in Hungary this year was held the beauty industry's biggest professional exhibition and trade fair, the Beauty Forum Hungary. Incongruous with a 15th birthday, a record number of exhibitors honored the exhibition with their participation: 140 firms representing Hungary, and another 11 foreign firms from Germany, Austria, Italy, France, the Czech Republic, Slovakia, Serbia-Montenegro, and the United States were awaiting professional visitors.

On a floor area of 5,800 sqm in 2 halls – the Syma Event Hall and the Round Hall met representatives of this profession. Interested visitors could find exhibitors grouped by themes, Syma Hall gave home to Beauty and Tanning Islands, whereas the Round Hall to Nail-Island and to Beauty exhibitors too.

6,500 professionals from the beauty industry the novelties and the traditionally high-level programs attracted. 70 percent of the visitors are returning regularly with the main objective to buy, find investment opportunities, learn new things, and gain professional training.

The professional offer at the fair extended to the areas of cosmetics, hand, foot and nail care, tanning, fitness, wellness-spa, permanent make-up, salon furniture, training and professional counseling. The connecting programs offered up-to-date information in the above topics: those interested could watch 41 presentations from a total of 52 lecturers on the Meeting Point stage, in the halls of International Conference and Nailpro Congress, and on Make-up Island.

On the occasion of the 15th Jubilee Beauty Exhibition 14 exhibiting firms were awarded jubilee charters – they could celebrate together with Beauty! We hereby thank for their cooperation again!

Jubilee Make-up Show became an outstanding event where 11 make-up masters out of the most famous ones of the past 15 years could be seen: Visitors had a chance to admire the work of Melinda Ágoston, Erzsébet Csirik, Barbara Dudás, Anikó Jáni, Barbara Kovács, Eleni Marinelli, Orsolya Nyerges, Ágnes Rikk, Ilona Samu, Zita Sipos és Ildikó Tóth. In addition, visitors interested in make-up could personally watch during a program called Make-up Island how these 11 professionals worked for 4 hours.



Professional Competitions and Awards

Hungarian Make-Up Cup 2006

The topic "The Russian Beauty of the 20's" attracted many contestants and resulted in very nice works. Based on the jury's decision it will be Anita Molnár (1st place) in 2006 to represent Hungary at the International Championship International Masters' Award Make-up® in Munich. The cup for the second place was awarded to Zsuzsa Sándor, while that for the third place by Adrienn Szűcs.

Members of the professional jury were: Erzsébet Csirik (make-up), Ilona Samu (make-up), Ildikó Tóth (make-up), Gabriella Parádi (styling)

Hungarian Nail Design Cup 2006

For the first time this year awards were given out in two age groups (beginners, pros), broken down to two further categories (tipped, built) among nail decorators. At the European Masters' Award Nail Design® Championship in Munich Hungary will be represented by the two winners of the Professional Cup.

Winners of the Beginners' Cup were: Hajnalka Gázsó (built), Rita Rigó (tipped). Jury members were: Emese Koppányi, Adrienn Sándor, Merkl Torsten.

Winners of the Pros' Cup were: Emese Koppányi (built), Adrienn Sándor (tipped).

Jury members were: Frank Schäberle, Mrs. Kász Zsuzsi Fekete, Marlise Kölliker.

The Most Popular Beauty Stand 2006

Every year exhibitors erect more and more spectacular stands of international quality at this event. In addition to attracting visitors, they also compete to gain the title of 'The Most Popular Beauty Stand'. Based on the visitors' votes it was Gigi's Main Hungarian Agency winning the first place, Ilcsi Szépitő Füvek – Hair Line Kft. the second, and Paloma Kft. the third. Let us congratulate them now!

The Most Active Beauty Exhibitor 2006

The highest number of professional visitors were invited by Dr Derm Equipment Kft. thus they were the ones again this year to win the title of 'The Most Active Beauty Exhibitor'. Gigi Magyarországi Vezérképviselőt was placed second, and Calendula Kft. third. They gained valuable prizes for their active participation. Congratulations!



Photo: Gábor Borás, Csilla Elek, Adél Szabó

Köszönjük az együttműködést partnereinknek:

Exkluzív partner:

TAMA

dk.make-up
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5. Date of our Beauty and Spa event: November 4–5, 2006

Site: Syma Event Hall

Information:

Health and Beauty
Business Media Kft. –
H-1122 Budapest,
Városmajor u. 33.

E-mail:
kiallitas@health-and-
beauty.hu,
www.beauty-kiallitas.hu

