

# ❖ PRESS DOCUMENT ❖



## Beauty Forum Hungary 2008

The 17th Beauty Forum Hungary was organized in the new event hall of Budapest, the Syma Sports and Events Center.

Again, 167 exhibitors were displaying their products, developments, and trends to more than 8,000 professional visitors at fascinating stands. Both the exhibition areas located on 8,000 square meters and the auditoriums set up for the performances were filled shortly after the opening.

Thanks for the support of our exclusive sponsor:



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During these two days, there were performances, live demonstrations and professional contests put on show one after the other without a break, on four sites. This year, the fully occupied rows of the auditoriums proved again that the ever present innovative and multi-professional programs of this congress and trade fair 'Beauty Forum Hungary', namely those in the fields of cosmetics, nail decoration, hand and foot care, are of utmost importance for the professional audience.



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The big stage '**Beauty Point**' allowed companies to present their latest technologies and novelties, and also served as the site of the successful Rejuviderm Congress where well-known Hungarian experts held lectures about the latest skin renovation techniques, their fields of application, and competencies.



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In **Beauty and Nailpro Salons** practice-oriented lectures were held in small groups (about nail decoration, hand and foot care as part of the Nailpro Congress), whereas at Nailpro Festival in **Nailpro Ring** the audience was given a chance to learn the state-of-the art techniques in nail-art and nail decoration.



Every year the best actors in the Hungarian field compete at professional championships to reach the international frontline.

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On Saturday 8 contesters reaching the final of the **Make-Up Hungarian Cup** were competing on big stage Beauty Point. The contest was held under the slogan 'Romantic Beauty - Shine Like a Star'. Suspension rocketed high when results were announced and the winner was made known, revealing who will be the one to represent Hungary at the European Championship in Munich to be held in the fall.



The winners were:

- Place 1: Viktória Strammer
- Place 2: Adrienn Szűcs
- Place 3: Judit Kökény

Thanks for the participating jury members:

Barbara Dudás, Viktória Gáspár, Zita Sipos, Nóra Ördög, and Gabriella Parádi.

Thanks for the support of our sponsor:



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On Sunday, we were keeping our fingers crossed for a total of 50 participants in the **Nail Design Hungarian Cup**, in categories 'Beginners' and 'Professionals'. In the professional category Hungary will be represented by two technique-winners at the international championship in Munich.



Winners in the professional category of nail building technique were:

- Place 1: Simona Tatár
- Place 2: Éva Darabos
- Place 3: Gabriella Kovács

Winners in the professional category of nail tipping technique were:

- Place 1: Alexandra Snóbl
- Place 2: Mrs. Deim Melinda Kuritár
- Place 3: Mrs. Malek Mária Vígh



Winners in the beginners' category of nail building technique were:

- Place 1: Tímea Barsi
- Place 2: Mónika Prokop
- Place 3: Ildikó Jambrik

Winners in the beginners' category of nail tipping technique were:

- Place 1: Linda Damásdi
- Place 2: Mrs. Mészáros Andrea Farkas
- Place 3: Linda Tóth



The contesters were evaluated by a professional jury of the following composition:

Andrea Hegyi, Marlise Kölliker, Adrienn Sándor, Stella Szabó

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## The Most Active Beauty Exhibitor 2008

Thanks for our Partners for taking part in our Visitor Ticket Program.

The following three companies had the most visitors arriving with their visitor tickets:

- Place 1: Alveola Kft.
- Place 2: Dr. Derm Equipment Kft.
- Place 3: GIGI Hungary Master Agency

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## Beauty Forum - 7th Beauty Hair & Spa Congress and Trade Fair 2008

The Beauty Hair & Spa will be held on **November 8 - 9, 2008**, also at the SYMA Sports and Events Center, Hall 'A'. The terms of participation are available on our web page [www.beauty-forum.hu](http://www.beauty-forum.hu), or are to be requested from us at the contacts below.

**Application submission date: June 2, 2008**

**All exhibitors and visitors are welcome.**

### Please apply to and request information from:

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1016 Budapest, Naphegy tér 8  
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