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Beauty Forum Hungary 2010

The 19th Beauty Forum Hungary was held on April 24 to 25, 2010. Almost 170 exhibiting companies presented their latest products, services, developments, and trends to 7500 professional visitors at decorative stands on a layout of some 8000 square meters.

In addition to Beauty Forum Hungary's traditional programs

- **Professional Medical-Aesthetics Congress** was organised for the first time this year. Since it is medical aesthetics that today's beauty sector is heading towards at the most dynamic rate, plastic surgery, aesthetic dermatology, and aesthetic medicine have been added to our event's profile.
- **Professional Lashes Conference** addressing lash-extension and possibilities to add new services in salons became a top-priority program at the Beauty Salon with Hungary's trend making companies participating. After this conference, an interactive round-table meeting started for the lecturing companies and the audience.
- To meet a general request, we had a **Pedicurists' Congress** again this year, and invited well-known medical practitioners to give lectures in many interesting subjects; and to talk a little bit about business, too, at this already traditional event of ours, an **Economic Symposium** took part in the Beauty Salon on Sunday.

During these two days there were programs, lectures, on-site demonstrations, workshops and professional competitions on several sites such as:

- **Beauty Point**
- **Beauty Salon**
- **Nailpro Salon**
- **Make-Up Hungarian Cup** 'American Pin-Up Girls'
- **Nail Design Hungarian Cup** (in categories 'Professionals' and 'Beginners')

The number of visitors at the programs and the event was another proof for the fact that the Beauty Forum Hungary Professional Fair and Exhibition is of utmost importance for the Hungarian professional audience in today's economic situation.

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On the stage Beauty Point companies presented their latest technologies developed and their novelties, and also a **Professional Medical-Aesthetics Congress** was organized here to allow well-known plastic surgeons and dermatologists to give lectures about innovations in the field of medical aesthetics: breast corrections, the role of combined operations in aesthetic plastic surgery, the development of aesthetic dermatology, skin tightening, scar-free technology.



Among the programs offered by **Beauty Salon**, there was a make-up program called **Special Make Up Day** facilitated again this spring on top of the traditional cosmetics presentations, on the day of which leading make-up masters of Hungary had demonstrations with lots of sights, ideas, and techniques. The **Economic Symposium** was held at the same place for the third time now. Topics included the secret of long term success, the importance of leaders in how a salon develops, the application of legal regulations needed to open a salon, grants, and problems to be solved in the operation of SMEs.

Every year the most talented persons of the Hungarian field are competing at professional competitions to try to gain a cutting edge on the international scene. We had the chance to support as many as 40 participants in the categories of 'Beginners' and 'Professionals' at the **Nail Design Hungarian Cup**. Hungary will be represented by the two winners of the Professional Category (tipped, built) on the international championship in Munich as part of the European Championship called European Masters' Award Nail Design 2010.

Winners in the professional category for nail building were:

- Place 1: Snóbl Alexandra
- Place 2: Halász Virág
- Place 3: Németh Regina

Winners in the professional category for nail tipping were:

- Place 1: Darabos Éva
- Place 2: Barsi Tímea
- Place 3: Bozó Éva

Winners in the beginners' category for nail building were:

- Place 1: Hunyadiné Rácz Réka
- Place 2: Iványi Hajnalka
- Place 3: Nagy Rita

Winners in the beginners' category for nail tipping were:

- Place 1: Nagy Erzsébet
- Place 2: Dávid Barbara
- Place 3: Turbuch Tímea

The competition was judged by the following professional jury: Nagyné Kovács Gabriella (jury chairwoman), Fekete Zsuzsanna, Koppányi Emese (winner of the 2009 Nail Design Competition for nail tipping), Kovács Gabriella, Sándor Adrienn. We thank the jury for their work.

Especially, we thank the competition's sponsor for their support:





The 8 finalists of the **Make-Up Hungarian Cup** competed against each other on the stage 'Beauty Point' on Sunday. The competition wrapped around the topic of "American Pin-Up Girls". As one of the most exciting moments of the day, the winner who could represent Hungary at the 23rd International Masters' Award Make-Up international make-up competition autumn in Munich, was announced.

The winners were:

- Place 1: Birkás Tímea
- Place 2: Dominique Robert
- Place 3: Horváth Kitty

We thank the jury for their participation:

Sipos Zita (jury chairwoman), Gáspár Viktória, Larion Oscar, Sándor Zsuzsanna (winner of the 2009 Make-Up Hungarian Cup), Makány Márta fashion designer, stylist.

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BEAUTY FORUM – 9th Beauty Hair & Spa Professional Fair and Exhibition 2010

The Beauty Hair & Spa will be held on November 6 to 7, 2010, also in the SYMA Event Centre.

Please visit our website www.beauty-forum.hu and do not hesitate to contact us for further information.

Warm welcome to all exhibitors and visitors.

Registration and other information:

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