



# BEAUTY FORUM



16th International  
Professional Exhibition and Fair  
Hungary · Budapest

April 28 to 29, 2007

## April Beauty

### New Date: Even More Visitors

Not only the date of the 16th Beauty Forum Hungary 2007 Professional Exhibition and Fair was changed and new Salon Programs introduced but also a new site (a new hall of the Syma Sports and Events Center) was selected, used for the autumn fair for the first time.

This new timing in April brought forward from the traditional date in May proved to be a perfect hit both for the exhibitors and the visitors.

As a result of the new timing we had 7,500 professional visitors and 165 exhibitors.

This highest ranking domestic spring event of the beauty industry were attended to by more than 7,500 professionals working in the fields of cosmetics, manicure and pedicure, nail art, spa, wellness and tanning.

The 165 Hungarian and foreign exhibitors didn't only present the latest products and methods but also dazzled professionals from numerous areas of the beauty industry with delighting pavilions.

This new exhibition hall is more modern, spacious and clear than the old one. This spring the Syma Sports and Events Center provided again a site worthy of the size of the exhibition, the number of our visitors and exhibitors, and also the wide-range of professional programs.

### Professional Programs

The level of entertainment was raised by 58 different professional demonstrations and lectures. More than 100 people were able to watch simultaneously some corporate presentations on the Meeting Point stage where the latest products, methods, technical innovations of the beauty industry were introduced. Visitors could gain insight into the world of the latest trends, and in addition support the participants of various competitions.

### Salon Programs

Not only lecturers in the Beauty and Nailpro Salons built for the 15th birthday of the Beauty Forum Magazine had a chance to dazzle their audience, but also the audience had a chance to be involved in practical presentations. For a short period of time, the fascinating world of a cosmetics and nail art studio came to life to allow for well-known representatives of the industry to teach leading edge technical tricks to the audience. The success of these Salon Programs confirmed our assumption that interactive presentations greatly contribute to professional development.

### Beauty Forum Professional Prize

This Prize was created by Health and Beauty Kft. to thank every year for the most eminent figures of the beauty industry for their work.

This year the Beauty Forum Professional Prize established in 2003 was awarded by the beauty industry to recognize the work of Vízny Éva, and, in her absence due to health problems, was handed over to her husband, an excellent cosmetics expert himself.



Photo: Wala Heilmittel GmbH



## Make-Up Hungarian Cup 2007

This year various cultures were set to stage at the Meeting Point on April 28 under the title 'Make-Up Hungarian Cup' to allow East and West to meet. Girls of the West were transferred by the participants in merely 30 minutes into exotic, wild and provocative creatures. The first place was awarded by the jury to Manga by Véger Ibolya who may represent Hungary in Munich in the fall of 2007 at the European competition '20th Award Make-up®'. Also placed were Nagy Kamilla (2) and Eisen Orsolya (3). Members of the professional jury were: Ágoston Melinda, Hulinay Gabriella, Kovács Barbara, Larion Oscar, Sípós Zsolt (stylist).

## 4. Nail Art Championship

Similarly to the Make-up competition, competitors in the nail art championship at the 16th Beauty Forum Hungary professional exhibition made their artifacts in the spirit of an East-West meeting, and managed to come up with some fantastic nail art. After a very tough competition Csörögi Erzsébet was placed first and awarded the challenge cup by last year's winner Kupi Mónika. Also placed were: Müller Ildikó (2), Erdei Edina (3). Members of the professional jury were: Eva Hansen, Kupi Mónika, and Tatár Simóna.

## Nail-Design Hungarian Cup 2007

The hallmark of models' hands at the spring Beauty Nail-Design Championship were nails polished red and white, and for the second time ever, categories were launched both for beginners and advanced competitors. Everyone was trying to use their best knowledge and make the most beautiful nail design with their selected technique of either building or tipping nails to meet the requirements. Hungary may be represented in Munich in the fall of 2007 at the European competition '20th International Masters' Award Nail-Design®' by winners of the professional category. Winners of the Beginners' Cup were: Snóbl Alexa (built) and Szakács Barbara (tipped). Members of the professional jury were: Eva Hansen, Marlise Kölliker, and Tatár Simóna. Winners of the Professional Cup were: Sándor Adrienn (built) and Koppányi Emese (tipped). Members of the professional jury were: Eva Hansen, Marlise Kölliker, and Szabó Stella

## The Most Popular Beauty Stand 2007

At this exhibition exhibitors could again compete with the creative design of their stands for their visitors' satisfaction. Partners gaining the most votes this year were: 1. Gigi Hungarian Grand Agency, 2. Styx Natur Cosmetics, 3. Holistic Life Kft.

## The Most Active Exhibitor 2007

This prize was awarded to the exhibitors whose visitors' cards were worn by the most professional visitors arriving to the 16th Beauty Forum Hungary 2007 exhibition. Firms attracting the largest number of professional visitors were: 1. Gigi Hungarian Grand Agency, 2. Alveola Kft., 2. Ionto-Croned Exclusive Hungarian Agency.

## Media

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Our 6th Beauty Hair and Spa  
is timed for:  
**November 10 to 11, 2007**

Site: Syma Sports and Events Center

Contact for  
information: Health and Beauty  
Business Media Kft. –  
H-1016 Budapest,  
Naphegy tér 8.  
E-mail address:  
kiallitas@health-and-  
beauty.hu  
Internet:  
www.beauty-kiallitas.hu

