

## ❖ PRESS DOCUMENT ❖

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



### ALMOST 12,000 VISITORS AGAIN AT “BEAUTY WEEK-END”!

The biggest beauty trade exhibition of Central-Europe called **BEAUTY FORUM - 9th Beauty Hair & Spa** was held with the participation of domestic and international experts and dominating individuals of this profession, presenting exhibitions, fairs, special demonstrations, and spectacular shows. At the weekend of November 6 to 7 the SYMA Hall of Events was witnessing the parade of the cream of the beauty industry. In addition to the selection of international manufacturers and distributors, professional visitors of Beauty could learn in the autumn the latest products and trends in hairstyling, cosmetics, nail design and nail art, and hand and foot care as interpreted by domestic and international experts.

The companies and performers taking part at the exhibition represented all areas of the professional beauty industry - cosmetics, hairstyling, nail design, nail art, hand and foot care, tanning, spa-wellness.

We have made a several week-long broadcasting (**Radio Juventus**, **Television: Viasat3, Duna, Cool Tv**), and **SMS marketing** media campaign, and also a regular communication about this event in our magazines and online interfaces lasting for almost six months, plus an Exhibition News with added coupons issued in 35,000 copies were launched to increase the number of visitors.

In the exhibition hall of **8000 sq.m.** almost 150 exhibiting companies and 500 brands presented their latest products, developments, and trends. In addition to a wide-range offer of the exhibiting companies, also high quality professional programs meant an attraction for the almost 12,000 visitors. During the past 20 years, Beauty Forum exhibitions also have become some kind of a **social event**. This is a meeting place for professionals, old colleagues, masters, and students to exchange professional views.

Hungary is globally recognized as a “super power in the beauty industry” since many professionals from the areas of make-up, body-painting, nail design and nail art, and hairstyling attend world and European championships to represent our country. Also, Hungary hosts the semi-finals of quite a few competitions.

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## SPECIALIZED COMPETITIONS

This will be the 10th year for **Contest for Cosmetics Students "BLUE DIAMOND"**. Winners of the contest invited in topic "Glamour Girl" were:

- 1st place: Máté Varga
- 2nd place: Barbara Jarábik
- 3rd place: Lilla Katalin Nánai

Jury: Gabriella Hulinay (chairwoman), Tímea Birkás (make-up master), Barbara Kovács (make-up master), Ildikó Bálint (stylist).

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At the **3rd BODY ART Body Paint Championship** we could see fantastic masterpieces again, the theme of pop art produced unbelievably imaginative works.

- 1st place: Barbara Csom
- 2nd place: Orsolya Murányi
- 3rd place: Zsuzsanna Kiss

Jury: Ilus Kristóf (chairwoman), Viktória Gáspár, Bernadett Nagy-Bíró

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The **3rd NAIL ART Hungarian Cup** was hosting a nail decorating contest, also with the theme 'Pop Art', which inspired the works of nail art professionals.

- 1st place: Lara Klára Kovács
- 2nd place: Erika Kolát
- 3rd place: Renáta Molnár

Jury: Mária Malek Vígh (chairwoman), Mónika Barsi, and Zsuzsa Teodóra Kovács

Let us grab the opportunity to thank the professional jury for their honorific undertaking and work!

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## SPECIALIZED PROGRAMS

Specialized programs of the exhibition were conducted on three different sites and accompanied by outstanding professional interest.

On the stage of **'Hair and Style' International Hairdressing Show** almost 30 Hungarian and international hairdressing teams presented the latest hairstyling trends of 2010 and 2011 on hundreds of models. The event had JOICO as its exclusive hairdressing sponsor, and STELLA Zrt. as its special hairdressing sponsor. On the stage of 'Hair and Style' Show a fantastic performance could be seen by Joico's International Team led by David Murry, while in Stella's Star Guests Show in four actions international star hairdressers such as Spela Ribnikar, Sanja Karasman, Saso Kremic (Slovenia) on behalf of Subrina Professional, Ana de Oriente (Argentine) on behalf of Ga.ma, FarmaVita Professional's hairstyling actor Angelo Immormino (Italy), and Kiepe's and Chromwell's haircutting star, Irene Szabados were performing. On Saturday, the event hosted a haircutting seminar held in the Salon by TIGI Creative Team led by Ákos Bódi, while on Saturday a JOICO haircutting seminar was held on the show stage led by David Murray.

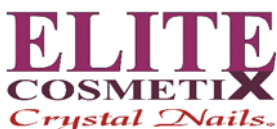
This time the **7th Hair and Style BunShow** worked with the theme 'Rock-Look'. Outstanding personalities of the domestic hairdressing profession presented their creative hair artworks and the relating styling.

Stage **Beauty Point** hosted a **Congress** entitled **From Naturalis to Nano-Technology** where innovations and developments of the professional cosmetics industry were introduced by the dominant companies, experts, dermatologists, cosmetologists of this craft.

Those interested in make-up weren't left without extravagancies, in fact they could admire the works of Viktória Gáspár, Barbara Kovács, Kinga Miskolczi, and Zsuzsanna Sándor.

The **Salon** hosted Tigi Creative Team's haircutting seminar, and then the **Congress of Pedicurists** was held again this autumn by popular request to present many useful theme and well-known performers. The Salon gave a site for the **3rd Nail Art Hungarian Cup** where 9 finalists were comparing their skills. Here is where the **Conference on Innovative Research & Development** was held disclosing the latest findings of the beauty industry and discussing issues like the success of a Hungarian invention on domestic and international markets, aspects of developing bio-cosmetic products, efficiency of herbal agents, research findings, and cosmetic products.

We take the opportunity to thank our exclusive sponsors for their support:



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## BEAUTY FORUM PROFESSIONAL PRIZE 2010

As it is well-known, the Beauty Forum Professional Prize was established by Health and Beauty Business Media Kft in 2003 to recognize and thank for personalities doing outstanding work in the beauty industry whose course of life contributed to a strong professional development in Hungarian cosmetics.

Based on the votes of board of trustees members, the **BEAUTY FORUM PROFESSIONAL PRIZE** was given to the following two persons:

**Mrs. Ferenc Bodor and Mrs. Szilárd Szirmák, Dr.**

Warm congratulations to the winners!

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## THE MOST ACTIVE EXHIBITOR OF BEAUTY HAIR AND SPA 2010

Thanks to our Partners for participating in our 'guest tickets' program!

The first 3 companies whose guest tickets were used by the most visitors to the exhibition:

1st place: Alveola Kft.

2nd place: Stella Zrt.

3rd place: Center Kft.

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## JOINT SOCIAL RESPONSIBILITY - A HELPING HAND FOR THOSE SUFFERING FROM THE 'RED SLUDGE' DISASTER

Our company, our magazines, and our colleagues find it important to take joint social responsibility, thus Health and Beauty Kft (organizer of the Beauty Forum exhibitions) offered HUF 400.000 out the ticket money of Autumn Beauty Forum for the Hungarian Disaster Management Fund to do recoveries on the site of the 'red sludge' disaster.

Also, our Christmas cards and packages are mailed with extra-charge stamps on them offered by the Hungarian Post.

Please help if you can!

Payer:

Health and Beauty Business Media Kft.

Magyar Kármentő Alap (Hungarian Damage Reinstating Fund)

Account No.: 117940

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## BEAUTY FORUM – 10th Beauty Hair & Spa

5-6th November 2011 – SYMA Event Hall

### More information:

[www.beauty-forum.hu](http://www.beauty-forum.hu)

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