



BEAUTY FORUM

6th Beauty & Spa
International Professional
Exhibition and Fair
Hungary – Budapest

November 10 and 11, 2007

Beauty Forum - 6th Beauty Hair & Spa

A range of programs to cover the entire beauty industry

Outstanding professional interest

Though the Beauty Exhibition site has become familiar by now, the number of visitors is far from being constant. During the history of Beauty Forums, the 6th Beauty Hair and Spa held between November 10 and 11, 2007 could register the highest number of visitors so far. More than **9000 visitors** came this autumn to the Hall of 7000 sq.m. to see the programs that offer a wide professional range and receive information on the products and innovations of exhibiting firms. During these two days, visitors arrived from the following professional fields: cosmetics, manicure and pedicure, nail design, wellness and spa, hair-dressing, beauty salons, tanning. Not only the number of visitors but also that of exhibitors is growing as shown in November 2007 by 145 domestic and foreign exhibitors who came to the autumn Beauty Forum to present the professional audience the latest results of the beauty industry.

Professional Programs – 61 presentations and lectures with 183 performers at 4 sites within 2 days

A wide range of professional programs were put on for visitors of the 6th Beauty Hair and Spa Professional Exhibition. Experts could attend professional contests, cosmetics lectures, hair-dressing shows, and international trend-shows held on the **Meeting Point Main Stage**. As a novelty in the past two years, workshops working with small groups called **Salon Programs** were held again with full house, and presented this year a **Business Seminar** as their specialty. Visitors could pick whatever they liked out of the repertoire of the Small Stage extending from hair-dressing programs through make-up revues to nail programs.

4th Hair and Style International Hair-Dressing Show – with more than 100 participants

This year again, we were glad to receive numerous hair-dressing actors, exhibitors and visitors at the 4th **Hair and Style International Hair-Dressing Show** that was held as part of the Beauty Hair and Spa Exhibition. Those interested could attend hairdressing shows, lectures and presentations held one after the other all day long on the Small Stage and Meeting Point Main Stage. In addition to domestic stars, an international guest Nick Irwin was invited to represent the **TIGI creative team**. He, in cooperation with his colleague Bódi Ákos fascinated the audience with a seminar lecture entitled 'Instinctive' against an entrance fee, then with a relating TIGI Show free for everyone, that was truly amazing.

Among others 'Frizurás Csoport', Szabados Iréne, Hairpoint by Perényi, and Krizsán Gy z were having a show on the Small Stage, and members of the men hairdressing team held a show called 'Men's Hairstyle Trend 2008'.

On the Main Stage, the following programs were available for the audience: L'Oréal Autumn Collection – Sweet Delicacies Show, Kada Szabó Éva's Hajshow (Hair Show), Fudge Show, Fátrai Krisztina's Passion Collection, Intercoiffure Hairstyle Show, Mátrix Chocolate Cherry Hair Show, and Mátyás Géza's performance.

The Hair Bun Show that is already having a long tradition was lucky to present to the audience Hungary's most respected hairdresser in classical and historical issues,



Tárnoky László, who was warmly welcome. He didn't fail to bring his famous students with him: Mrs. Bálint Horváth Tünde, Fártrai Krisztina, Gellei András, and Papasz Vasziliosz. In another part of the Bun Show this year – The East Meets the West, the performers could prove much professionalism and creativity is involved in hairdressing as a profession in Hungary today.

Cosmetics Programs – 30 Lectures and Presentations, 60 Lecturers

Not only hairdressers but also cosmeticians had enough programs! In addition to Contest 'Blue Diamond' and the Make-up Revue, lectures were held for the audience on the Meeting Point Main Stage in the morning hours, and several presentations held in the Salon during the two days for exhibition guests.

Blue Diamond Cup

Blue Diamond Cup bringing the Pirates of the Caribbean Sea to stage meant an outstanding event at the Forum. A serious competition was unfolding among the 8 contestants who had qualified after meeting the requirements of a preliminary conceptual tender. This close competition was won by a student of Hairdressing Vocational School 'Haj-Tan' that trains hairdressers and cosmeticians, Kökény Judit.

Also place were Palócz Zsuzsann (2nd), and Egyed Nikolett Nilla (3rd).

Professional jury members were Csirik Erzsébet, Dévényi Kathy, Forster Ibolya, Kovács Barbara, and Tombor Sarolta.

Make-up Revue

Our domestic make-up experts proved again that they would stand their ground anywhere in the world. They were free to pick any topic to be able to demonstrate their creativity and individual character. This year we could see the following make-up experts on stage: Ágoston Melinda, Dudás Barbara, Eisen Orsolya, Gáspár Viktória, Huliny Gabriella, Jacsó Dolly, Sipos Flóra, Sipos Zita, Szél Orsolya, Véger Ibolya.

Nail Programs

Interesting and impressive programs and presentations were offered on the small stage for nail experts at this November exhibition. Nail design experts of this profession competed with each other on both exhibition days in the frame of a **Nail Decoration Dual**. Similar to the Make-up Revue, decoration artists again were free to pick topics to show their very best works. The participants could perform well and dazzled the audience with extraordinary nail designs as a huge ovation and recognition from the audience showed.

Beauty Forum Professional Prize 2007

This Prize was established by Health and Beauty Business Media Kft. in 2003 to thank someone every year for their work done for the beauty industry based on a decision of an independent board of professionals. This year this professional prize that also qualifies as a prize for a life's work was awarded to Mrs. Molnár Dániel 'Aunt Ilcsi'.

Media:

Let us take this opportunity to express our thanks to the exhibition's main sponsors.

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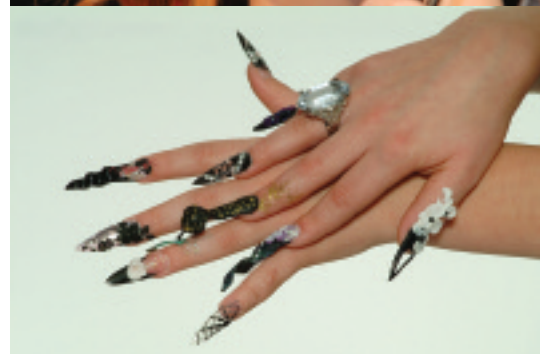
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17th Beauty Forum Hungary

is scheduled for

Aprils 19 to 20, 2008

Site: Syma Sports and Events Center

Information available at:

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