

**PLEASE NOTE
NEW EVENT VENUE!**

Millenáris - „B” and
„D” halls

16-20. Kis Rókus str.,
Budapest, H-1024



24TH BEAUTY FORUM HUNGARY

Beauty Industry Trade Fair

November 7-8, 2015.

*A market-leading, independent,
professional expo of the beauty
industry in Hungary*

- ▶ COSMETOLOGY TRENDS OF 2016
- ▶ IN THE SPOTLIGHT: ANTI AGING
- ▶ WORKSHOPS
- ▶ NATIONAL AND INTERNATIONAL PROFESSIONAL CHAMPIONSHIPS



MILLENÁRIS



ORGANIZER: Health and Beauty Business Media Kft., 14 Hattyú str., H-1015 Budapest,
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The only comprehensive and professional event of the Hungarian beauty industry

In 2015, the beauty industry is about to meet in Budapest for the 24th time, to get to know the latest products and innovations, participate **in the highest-standard international competitions of the industry**, take part at workshops and presentations, discuss the issues of the sector, and meet its clientele in person. Present your company's novelties to the entire industry!

■ WHY IS IT WORTH TO BE PRESENT?



- The largest trade event of the year, where you can meet all your clients: present, former, and future ones.
- Promotion and selling opportunity in one
- An event that joins the entire industry once a year
- An opportunity to present your latest products and innovations
- A chance to build international relationships
- Social event at the end of the year celebrating the new trends of 2016.

■ PRESENT YOUR LATEST INNOVATIONS TO THE WHOLE BEAUTY INDUSTRY!

• EXHIBITORS

Over 150 exhibitor companies representing hundreds of brands, including the signature characters of the beauty industry will host some 10 thousand visitors at the single greatest professional event of Central Eastern Europe. Whoever is not there, is missing out!

• PROFESSIONAL VISITORS

Cosmeticians, nail experts, hairdressers, students, salon managers, businessmen, owners and operators of spa, wellness and tanning studios. Events and exhibitions of the professional hall will exclusively be accessible for the professional audience presenting a professional ID.

• IBF – INTERNATIONAL BUSINESS FORUM

If you are interested in distributing international brands, or your company represents one, and you are looking for hungarian distributors, agents, Beauty Forum Hungary is the right place for you! Our International Business Forum provides you with a venue and the time to build personal relationships and make new deals.



WOULD YOU LIKE TO HAVE MORE CLIENTS IN YOUR BEAUTY SALON? ■



• PRESENT YOUR PRODUCTS AND SERVICES TO THE PUBLIC!

Beyond providing the industry with a professional forum, our Expo's new mission is to present a wider audience what the beauty industry has to offer, and to highlight our novelties, product developments, and differences in quality that were previously unknown outside of the world of beauty salons. For the second time this year, Beauty Forum offers an opportunity for beauty salons to introduce their services for the public. This way, potential guests are provided with first-hand and up to date information and professional advice on therapies and technologies offered exclusively by beauty salons.

• REAL TRUST IS BASED ON PERSONAL RELATIONSHIPS

Highlighting the differences between professional and consumer products is important, especially as many people have given up on beauty salons and ignored new developments and opportunities in the past years. Our objective is to provide a meeting point that beefs up the professional market and boosts the demand for the services as well as the products of professional manufacturers, and salons.

OUR TARGET GROUP ■

• EXHIBITORS

We are expecting exhibitors who are:

- Beauty salons, health centers, plastic surgeons, dental clinics intending to offer their services for a wider audience.
- Manufacturers and distributors, who aim to use their presence to support the marketing of their own salon or store networks. Setting up a demo salon allows them to present their portfolios, to make new strategic partners and to expand the clientele of their existing salons – obviously increasing the demand for their own products at the same time.

• DEMO SALONS, DEMO THERAPIES

The demo salon set up at the stand area will host presentations and demonstrations of the latest therapies, treatments and products, offering continuous and free sessions for our audience. The goal is to inform our visitors and encourage them to meet these therapies in person – drawing in these visitors to beauty salons on the long run. Although immediate sales is not a primary goal of the event, the possibility is, of course, open to our exhibitors, albeit strictly on consumer prices.

• VISITORS

Our visitors are primarily women, with an interest in the beauty industry and with a higher-than-average income level. They include the existing and the potential clientele of beauty salons.



PROGRAM HIGHLIGHTS

HAIRDRESSING

Visitors of our professional programs can choose from a broad range of opportunities

COSMETICS



- **Professional Beauty Congress**
In focus:
 - ▶ **ANTI AGING.**
New professional tools for the slow aging are to be introduced: equipments, techniques, agents and body shaping
 - ▶ **TRENDS AND NOVELTIES OF 2016**
Practice-oriented workshops, presentations
National championships with international accreditation
- **Natural Cosmetics:** exhibitors and presentations
- **Body and Facial Massage** – Practical workshops introducing new techniques
- Beauty Forum Professional Award Ceremony.

MAKE UP

- International MAKE UP island: exhibitors, promotions, presentations of well-known international make up artists
- Presentations of Russian make up artists in aquarelle technique
- Make-up Hungarian Cup. Qualifying round for the European Championship.
- Blue Diamond Cup for cosmetician students
- Lash-style Eyelash-extender Championship. Qualifying round for the European Championship
- BodyArt Body Painting Championship. International qualification.



- Hungarian and International hair-shows
- Hairstyle trends of 2016
- Seminars, workshops
- Professional Contests
- Presentations of the latest professional materials and techniques



NAILS



- Nail Design Hungarian Cup. Qualifying round for the European Championship.
- Nail Art Hungarian Cup. Qualifying round for the European Championship.
- Workshops of world-famous Hungarian Champions.
- Product promotions and presentations

PROGRAMS FOR THE WIDER AUDIENCE

- Stage shows and performances
- Demo sessions at the demo salons of our exhibitors
- Make-up corner,
- Style consulting,
- Product demos,
- Networking, database-building





Focus 2015

2015 is the year of natural make-up and products

- Green island
- Massage-ring
- International make-up island
- Congress on anti-aging
- Products shows of brands currently not present on the Hungarian market.



PROFESSIONAL BEAUTY HALL

“B” HALL, MILLENÁRIS

- Introducing professional brands
- Cosmetician stage
- Professional competitions
- Professional workshops, seminars
- Massage-ring
- IBF - international forum

C BUILDING RECEPTION AREA MAIN ENTRANCE



HALL OF BEAUTY SALONS

„D” HALL, MILLENÁRIS

- Introductions of demo salons
- Complimentary therapies for the audience
- International make-up island
- Hair-styling, make-up, and fashion shows



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PLEASE DON'T HESITATE TO CONTACT US, WE ARE LOOKING FORWARD TO YOUR INQUIRIES.