



## DUBAI, JUNE 7<sup>th</sup> - 9<sup>th</sup> Beautyworld Middle East 2009



Most other industries are in a slump but the hair and beauty industry keeps striding ahead, particularly in the Middle East. The twin fairs, BeautyWorld and Wellness&Spas, covered 23,000 square meters and attracted almost 700 exhibitors from 45 countries, outstripping last year's visitor figures. Attractions included the Walk of Beauty Fashion Show, organised by Madi International, a feast of talent from regional hairdressers and make-up artists, and the Nivea coach, complete with the Nivea Skin Science Express and its impressive range of skin treatments, available also at the new Nivea Haus in the Dubai Mall. Exhibitors were pleased to be greeted with queues of eager visitors from all over the world. Ms Andrea Werner, Senior Show Manager of BeautyWorld, explained: "Even amid an economic downturn, we are not at all surprised by the huge turnout; the beauty and wellness industries in this region still present several unlocked business opportunities and are still expanding in the Middle East".

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the latest trends and novelties. Education was the name of the game with professional tips available in all sectors, from hair coloring to barbering, from nailcare to spa treatments. The main stage hosted famous guest artists such as Angus Mitchell and Robert Cromeans from John Paul Mitchell Systems, master colorist Kim Vo from Surface and Wayne Grund from SO.CAP.U.S.A. And countless other treats were on offer in the rest of the fair location which covered an incredible quarter of a million



square feet of exhibition space! This huge area encompassed over 2,400 booths and hosted 752 manufacturers, generating an enormous business turnover in addition to the education opportunities and creative inspiration on offer. Next year's event will take place from June 5<sup>th</sup>-7<sup>th</sup>, 2010.

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## LAS VEGAS, JULY 19<sup>th</sup> - 21<sup>st</sup> Cosmoprof North America 2009

Las Vegas shone even more brightly between 19<sup>th</sup> and 21<sup>st</sup> July this year when the hair and beauty industries took over with the annual Cosmoprof North America event. A huge success, it was particularly praised for the first Discover Beauty Award. Twenty hot upcoming brands were judged on the basis of packaging, product and overall concept – the Discover Beauty mission (now in



its third year and supported by top names such as Henri Bendel, Bliss and Beauty.com) is to reward and promote young companies on the brink of stardom. Other important opportunities included the International Buyer Program and special seminars on consumer culture and green packaging. But nothing could eclipse the North American Hairstyling Awards, celebrating twenty years of success. And the theme question of the fair "Where are you going, Beauty?" was answered, to complete satisfaction. Next year's event begins on July 18<sup>th</sup>.

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