



Supporting the Hair
and Beauty Industry

EXHIBITIONS REPORT, FEBRUARY 2022

This is the first time the Exhibitions Report has stalled in almost 40 years as your Exhibitions Sub Committee has struggled to come to terms with the ever-changing COVID situation.

And don't say you didn't miss December's issue please.

I have fond memories of the early days when it was just me and Norman Bloomfield and his XEROX copier, not so much as a line drawing.

Salon 2021 seemed to herald a return to normality with some companies changing strategy to help conform to safe practice.

Denman had this painting commissioned to make it appear that I was not afraid to attend and keep my record of being 'in every Salon'.



As a new variant of Covid swept through these islands we are reminded that no one is safe until we are all safe and we need to lend our help to some less well-developed countries.

Our vaccine program seems to have proved effective resulting in a growing confidence reflected in a relaxation of Government Regulations.

No surprise that Cosmoprof Italy has been postponed again, the question being will six weeks make a difference for an exhibition so dependent on overseas travel.

Bologna will be an important Agenda item at our Council Meeting.

Speaking on behalf of the old and vulnerable, anxiety still exists especially when air travel is involved.

However, we all need to return to normality especially where this involves social interaction.

My thanks go to all our contributors who have helped make this a Bumper Issue and to Martyn Wady for the unenviable task of trying to keep the Exhibitions and Events lists up to date.

Let's all look forward to 2022.

Stay safe.

Dr. John F Rainey MBE

Getting Back Out There

After nearly two years of the pandemic, there are signs that the world of hair and beauty trade shows is opening up – albeit cautiously.

It seemed everyone accepted the lockdowns and show cancellations in 2020 and may even have enjoyed a year-long break from the usual routine of organising and visiting the same annual events. However, by 2021 there was a palpable itching to get back out into the world, accompanied by frustration with continual rescheduling and cancelling of trade events. The fact that Salon International and Professional Beauty went ahead was a milestone for many. Salon was a resounding success for us at Denman and I believe for many who exhibited. We had booked with some trepidation and concern over whether other brands would exhibit and importantly, if anyone would turn up! The concerns were unfounded. Yes, there were fewer exhibitors than in previous years but those that did attend, invested in high quality stands and hairdressers turned up in their droves, so we really needn't have worried.



The calendar of international shows has been in constant flux over the last 12 months with dates changing or events being cancelled altogether. From conversations with our international Partners and customers there is still some reticence to commit to attend or exhibit outside their country's borders. Travel and quarantine restrictions are still in place in many countries and there are still high levels of Covid anxiety amongst some of our customers. The delaying of Cosmoprof was positive and negative in equal measure. The delay means that there is more time for the situation to ease and travel restrictions to lift but yet another postponement does nothing to allay the fear that it could again be moved or cancelled.

A straw poll of our international partners reveals that around half are planning to attend Cosmoprof Bologna, providing they can travel without restriction. None of our Partners from the Far East, South America or USA plan to attend. Our Asian customers are planning to stick to domestic shows with an eye on Hong Kong later in the year as the first major international event they will attend since the start of the pandemic. This seems to make sense as many Asian countries still have strict rule for visitors from overseas – restrictions that could seriously affect the Asian Beauty Expo event in Japan at the end of May unless they are soon eased.

As for Bologna, while there are still some concerns, Denman is looking forward to being back this April. There are some additional Brexit related challenges, the collapse of the logistics partner that we previously worked with and changes to the set-up of the British pavilion but we're confident that these can be overcome, and we can create an impressive and welcoming presence for our brand.

For anyone venturing out to Italy in April, be sure to let us know you're coming. As was the case in years past, Denman is planning a number of events and a warm welcome for all our friends, HBSA colleagues and customers; hopefully it'll be like we were never away.

Martyn Wady, International Business – Denman

Crazy Color at Salon International 2021



For the first time in 2 years, we were all able to come together again at Salon International 2021.

Crazy Color launched their new 'Unapologetically Me' campaign to support the new Rainbow Kit, a kit which includes 6 bestselling Crazy Color Semi Permanent shades. This year Crazy Color has been proud to support the LGBT Foundation, a foundation that has been changing the lives of those in the LGBTQIA+ community since 1975.

The eye-catching stand showcased model imagery from the campaign, which featured LGBTQIA+ members of the Crazy Color community. The 'Unapologetically Me' campaign was shot and produced by a team of LGBTQIA+ models and crew.



Live demonstrations took place across the weekend on the stand, featuring some of the Crazy Color Color Squad. Amber Letham (@amber_does_mermaid_hair) & Becky Sutherland (@beckypinklemonhair) created incredible rainbow looks that used all the shades from the Rainbow Kit.

On the HJ main stage on Sunday, Sophia Hilton and her team from Not Another Salon drew the largest crowds from the weekend as they talked through tips on how to ensure your salon is an open space for everyone, as well as making a profit using Crazy Color. After the show the crowd followed Norman and Connor back to the Crazy Color stand to ask questions on the Crazy Color looks, they had created, as well as a perfect photo opportunity with the models.

The entire weekend was filled with creative energy, passion and fun for everyone. Another successful year at Salon International for the Crazy Color team.

Denman at Salon International 2021



Denman has recently celebrated a somewhat return to normalcy with the first trade show back: Salon International in London! While many of the usual international visitors couldn't attend, the show still hosted several thousand professionals, students, and mentors as well as some fantastic exhibitors. There was a buzz about the room, with everyone smiling and seeing familiar faces that they haven't seen throughout the past couple of years. Even as my first trade show it was apparent how exciting it was to be back in this environment.



The Denman stand took a new approach this year, focusing on trade account sign ups rather than selling our product offerings at the booth. Several tablets displayed a sign-up form which captured people's information and created a trade account for them – which rewarded them with a permanent trade discount and an additional show discount. While some wished they could buy physical products at the show, many enjoyed the guarantee of a lifetime discount and a show discount to shop online throughout the week. We did sell our Precision Colouring Kits, created with Jack Howard, which we also showed off on the stand. A wonderful painter did a live portrait of the Denman stand and the trade show around us, using the precision colouring brushes to show the detail and control of the brushes.

There were many gorgeous stands looking to showcase their products at this returning show, including the glowing sleek Dyson booth. They displayed many of their heat tools and remained shiny and consistent with their brand. Crazy Color lived up to their name with a vibrant, eye-catching stand selling their hair colouring products. Mike Taylor had a fantastic larger than life D3 for people to pose with. Denman collaborated with surrounding stands

for a light-hearted Tik Tok, matching several of our brushes to their stands or products in a “Pass the Brush” video.

Every corner of the room held stages with constant live demos, many of which were hosted and supported by Denman. The Wahl stage allowed barbers to show off their skills and display their new products. Friends of Denman such as Alan Beak, Mike Taylor and his team, Paul Stafford, Brandon Messinger Georgia Bell, and Josh Woodman represented the brand beautifully on their stages. Jack Howard and his apprentice had a dedicated slot on the Colouring stage where he showed off the quality of the Precision Colouring Kits as well.



Salon International was also home to another successful Stage Star! Finalists showed their talents and abilities to work on stage and under a time limit to showcase their skills. James Forte was announced this year's winner and posed for some quick photos with his edgy model.



HBSA Report February 2022

Salon International

For three days, the hairdressing industry reunited and enjoyed product launches, live education, business education and networking. With 23,984 professionals attending across the three days, brands reported good business and stages were packed by an audience starved of in-person inspiration.

New for 2021 was the HJ Colour Stage and the two-day Business Live Conference and with visitors attending from 36 countries, beautiful bespoke stands showcased the latest tools, equipment and products. Up close and personal Seminars featured Sassoon Academy, Toni&Guy, Patrick Cameron and Mahogany and a plethora of stylists, barbers and colour technicians offered fantastic education on our stages and exhibitor stands.



From scissor sharpening to electricals, colour products to furniture – visitors were able to engage with brands before making important purchasing decisions.



Plans are well underway for the shows return to ExCeL London on the 8th – 10th October 2022 with brands already confirmed including Schwarzkopf Professional, Wahl, Wella Professionals, Artero, Andis, Dyson, Crazy Color, OSMO and Phorest. The success of our Colour Stage in its first year has led us to invest further into this by building colour pods, attached to the stage, for manufacturers who want to engage directly with technicians at the show, with an exclusive area and stage time available.

Professional Beauty

Located opposite Salon International for the first time in its history, Professional Beauty attracted hundreds of exhibitors and had 22,323 visitors over its two days. Visitors were treated to stage demonstrations, on-stand education and vast array of product launches and technical demonstrations.

The success of the co-location has led to the launch of Professional Beauty Business on the 9th & 10th October, running alongside Salon International. Brands will benefit from the salon owners attending both shows who are interested in the newest products, treatments and equipment and looking for ways to grow and develop their business.



Professional Beauty London returns to ExCeL on the 3rd & 4th April and new for 2022 is Show Hub. An online system, it allows exhibitors to connect with visitors in advance of, during and post-show with a variety of ways to communicate including a direct chat function, the ability to book video and physical meetings at the show and it allows exhibitors to scan visitor details via the badge on their phone. Exhibitors will also benefit from an online showcase to platform their brands, products and videos.



With the World Spa & Wellness Awards on Sunday evening, the Convention running across two days where 70 per cent of the speakers participating will be from overseas, the IMF and CIPI (Cosmetics Ingredients Packaging International) conferences, the show will span five entrances and be packed with inspiration and education. And the Nail Advantage with the Federation of Nail Technicians, will allow brands to have a smaller presence and access to the training studio which can be rented by the hour.



28 April – 1 May Cosmopack and Cosmo Perfumery & Cosmetics

29 April – 2 May Cosmo Hair, Nail & Beauty Salon

The 53rd edition of Cosmoprof Worldwide Bologna has been rescheduled. The event will be held in Bologna from 28 April to 2 May 2022. The decision was made due to the disruption of Covid-19 on international travel, and to help facilitate visitor attendance organised by international partners.

With 2,700 exhibitors and 29 country pavilions, the exhibition is expecting over 250,000 visitors from more than 150 countries. There are three different shows taking place within one exhibition over the 5-day period and more detailed information can be found on the [Cosmoprof website](#).

With over 50,000 buyers attending year on year, the show offers exhibitors the chance to meet new customers through [the Buyer Program](#), which is designed to increase business networks and gives opportunities to develop relationships in existing and new markets.

Covid Restrictions and Guidance for entry

In compliance with applicable health and safety laws, to access Cosmoprof Worldwide Bologna exhibition on the opening days, **it is compulsory to be in possession of a green pass** demonstrating your **vaccine status** and/or your **recovery from covid-19** status. It is advisable to bring photo ID with you too.

Department of Industry and Trade (DIT) Programmes

Cosmoprof Bologna 2022 is on the exhibition list of the DIT and there are grants available for both UK exhibitors and visitors who are planning to attend the exhibition. There are two programmes DIT Tradeshow Programme.

As a visitor please [visit here](#) for information on applying for funding to support your visit. The deadline for visitor applications is **3rd March 2022**.

As an exhibitor, please [visit here](#) for more information on the application process. The deadline for applications to this programme is this **Friday, 11th February**.

If you would like to apply for a grant, then the advice from the DIT is to apply for both programmes as soon as you can.

HBSA Golf Day in aid of the Hair & Beauty Charity

Tuesday 19th July 2022



We will be holding the first HBSA Golf Day on Tuesday 19th May 2022 at the fabulous Staverton Hotel and Golf Club in Daventry, Northamptonshire. We have teamed up with the Hair & Beauty Charity (Registered Charity in England & Wales No: 1166298) and all proceeds from the day will go to this very worthy industry cause. The charity offers financial support to individuals and their families facing difficult times due to unforeseen circumstances such as illness, bereavement and financial hardship and have done since 1836. The beneficiaries are supported with regular payments or one-off grants to make their lives a little easier.

The Staverton Hotel and Golf club boasts a PGA European tour standard 18 hole course along with a beautiful spa to relax and rejuvenate in. We are looking for teams of 4 people and currently have 8 tee times booked. The first time will be at 12.01pm to allow for travel time to the golf course.

We have 8 tee times booked and the price for a team of 4 players is £500.

Following golf, we will be hosting a short awards ceremony followed by a sumptuous 3 course dinner. Accommodation at the course hotel is available for any guests who wish to stay over.

Venue information

Address: Staverton Park Hotel & Golf Club, Daventry Rd, Daventry,
Northamptonshire, NN11 6JT
Tel: 01327 220676
Web: www.stavertonpark.co.uk

Provisional programme for the day

10.30-12.00	Check-in, bacon rolls, tea & coffee
12.01pm	First tee off
6.00 pm	Re-assemble at Club House for awards and dinner. Competitions will include best individual, best team (of 4), longest drive, and nearest the pin.

To book your team/individual place please contact Mike Patey, General Manager, HBSA.
E: info@thehbsa.co.uk T: 0845 5193258

Annual General Meeting Weekend, 13th-15th May 2022

Ashdown Park Hotel & Country Club

Near Forest Row, East Sussex, RH18 5JR

The HBSA will hold its 94th Annual General Meeting at the fabulous [Ashdown Park Hotel & Country Club](#), which is situated in West Sussex, not far from Gatwick Airport. The weekend is a great opportunity to spend time with industry colleagues and friends. It offers unique networking opportunities, an inspiring business speaker, and also a chance to stay in a hotel which is rich in history since its humble beginnings in 1693 ([read about the hotel's history here](#)).



Address: Ashdown Park Hotel & Country Club
Wych Cross, Nr Forest Row
East Sussex
RH18 5JR

Just 30 minutes from the M25, the hotel is set in 186 acres of woodlands which are rich in wildlife. The hotel is beautifully appointed with lakes, trails, rivers, and wild deer roaming through the grounds.

The hotel boasts comfortable lounges and a stylish restaurant area which makes the most of the grand interiors of the original house. The East Wing, a former convent, houses a beautiful chapel with original stained-glass windows. There is a modern spa with a swimming pool, fitness room and treatments available (please remember to book treatments in advance to avoid disappointment).

Weekend Itinerary (possibly subject to change)

Friday 13th May 2022

2.00pm

HBSA Council Meeting. Laura Stafford (HBSA Council members only)

7.00pm

Welcome drink followed by a private dining 3-course dinner in the Lady Brassey room.

Saturday 14th May 2022

09.30am

HBSA Annual General Meeting. All member companies welcome.

11.00am

Guest speaker (tbc)

12.00pm

Lunch at the hotel restaurant

3.15pm

Transfer to [Mannings Heath Wine and Golf Estate](#)

4.00pm

Wine tasting with wines from the multi-award winning Benguela Cove in South Africa. There is a cool climate at the estate in South Africa which adds a different taste and feel to the wines, making them delicious, fun, and easy drinking. We will taste 5 wines each.

6.00pm

Call for dinner in the Campbell Suite at the Mannings Heath Wine and Golf Estate. You can enjoy a 'fine dining' experience and will have a choice of 2 dishes per course.

10.00pm (approx.)

Transfer to Ashdown Park Hotel & Country Club

Sunday 15th May 2022

11.00am

Check out

The cost for the weekend will be £519 + VAT for a double occupancy room and £549 + VAT for single occupancy. Please confirm your booking by 31st March.

The hotel has agreed to hold the rates for any extra nights should anyone wish to arrive earlier or depart later. There are also options for upgrading your room should you wish.

On behalf of Paul Rossi (President) and the rest of the HBSA Council we hope you are able to join us. To reserve your place(s) or if you have any questions, please feel free to contact me.

Mike Patey

General Manager HBSA

info@thehbsa or 0845 519 3258

International 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
06/03/22	Salon Beaute Selection	France	Nantes	2	http://www.beauteselection.com
07/03/22	Professional Beauty Dubai	UAE	Dubai	2	https://professionalbeauty.ae
10/03/22	China Beauty Expo	China	Guangzhou,	3	http://www.cantonbeauty.com
13/03/22	IBS	USA	NY	3	www.ibsnewyork.com
21/03/22	Salon Smart	UK	London	1	https://www.creativeheadmag.com/salonsmart/
26/03/22	Hair Brazil	Brazil	Sao Paulo	4	http://www.hairbrasil.com/
27/03/22	Professional Beauty Joburg	South Africa	Johannesburg	2	https://www.probeauty.co.za/
31/03/22	AMWC (Aesthetic & Anti-Aging Medicine Con)	Monaco		3	https://www.euromedicom.com/en/home.html
03/04/22	Professional Beauty London	UK	London	2	-
03/04/22	World Spa and Wellness Awards	UK	London	1	-
09/04/22	America's Beauty Show	USA	Chicago	3	https://www.americasbeautyshow.com/pages/abs
28/04/22	Cosmoprof	Italy	Bologna	4	www.cosmoprof.com
12/05/22	China Beauty Expo	China	Shanghai	3	http://en.chinabeautyexpo.com
16/05/22	Beauty World Japan Tokyo	Japan	Tokyo	3	https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html
20/05/22	Aesthetic Medicine London	UK	London	2	https://olympia.london/whatson/aesthetic-medicine-live
22/05/22	Beauty UK Hair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com
30/05/22	Asia Beauty Expo	Japan	Yokohama	2	https://www.asiabeautyexpo.jp

04/06/22	Premiere Orlando	USA	Florida	3	http://www.premiereorlandoshow.biz/
12/06/22	Hair X Perience	Netherlands	Gorinchem	2	https://www.hair-xperience.nl
12/06/22	Barber Connect	UK	Telford	2	http://barberconnect.co.uk
19/06/22	Spa Life	UK	Cotswolds	3	https://www.spa-life.co.uk/uk/
03/07/22	Professional Beauty Awards	UK	London	1	-
04/07/22	British Hairdressing Business Awards	UK	London	1	-
10/07/22	Barberfest	UK	Brighton	1	-
10/07/22	Modern Barber Awards	UK	Brighton	1	-
12/07/22	Cosmoprof North America	USA	Las Vegas	3	http://www.cosmoprofnorthamerica.com
25/07/22	Professional Beauty North	UK	Manchester	2	-
28/07/22	South China Beauty Expo	China	Shenzhen	3	www.southchinabeautyexpo.com
20/08/22	Beauty Expo Australia	Australia	Sydney	2	internationalbeautyexpo.com.au
24/08/22	Cosmobeaute	Vietnam	Ho Chi Minh City	3	http://www.cosmobeauteasia.com
24/08/22	Cosmobeaute	Indonesia	Jakarta	3	http://www.cosmobeauteasia.com
25/08/22	Indobeauty Expo	Indonesia	Jakarta	3	https://indobeautyexpo.com
28/08/22	Professional Beauty & Salon Int (Africa)	South Africa	Johannesburg	2	probeauty.co.za
03/09/22	Beauty Fair	Brazil	São Paulo	3	www.beautyfair.com.br
10/09/22	MCB	France	Paris	5	https://www.mcbbybeuteselection.com/en/home/
22/09/22	InterCharm Ukraine	Ukraine	Kiev,	3	www.intercharm.kiev.ua
24/09/22	Aesthetic Medicine North	UK	Manchester	1	-

28/09/22	Cosmobeaute	Malaysia	Kuala Lumpur	3	https://www.cosmobeauteasia.com/indonesia/
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/
08/10/22	Salon International	UK	London	3	www.salonexhibitions.co.uk
09/10/22	Professional Beauty Business	UK	London	1	-
09/10/22	The Hair Project	Belgium	Belgium	2	http://www.thehairproject.eu/
23/10/22	Expo Beauty Show	Mexico	Mexico City	2	https://www.expobeautyshow.com/en-us.html
24/10/22	Beauty World Japan Osaka	Japan	Osaka	3	
26/10/22	Intercharm Professional	Russia	Moscow	3	http://www.intercharm.ru/en/
27/10/22	Cosmobeaute	Indonesia	Jakarta	3	https://www.cosmobeauteasia.com/indonesia/
31/10/22	Beautyworld Middle East	UAE	Dubai	3	http://www.beautyworldme.com/frankfurt/51/for-exhibitors/welcome.aspx
05/11/22	Aesthetic Medicine Ireland	Ireland	Dublin	1	
06/11/22	Professional Beauty Ireland	Ireland	Dublin	2	https://professionalbeauty.co.uk/e/Ireland/site/Home
06/11/22	Professional Beauty/HJ Awards	Ireland	Dublin	1	https://professionalbeauty.co.uk/e/Ireland/site/Home
16/11/22	Cosmoprof Asia	Hong Kong		3	https://www.cosmoprof-asia.com/en-us
20/11/22	Salon Beaute Selection	France	Lyon	2	http://www.beuteselection.com
28/11/22	British Hairdressing Awards	UK	London	1	

EU 2021 Exhibitions Calendar

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06/03/22	Salon Beaute Selection	France	Nantes	2	http://www.beuteselection.com
21/03/22	Salon Smart	UK	London	1	https://www.creativeheadmag.com/salonsmart/
31/03/22	AMWC (Aesthetic & Anti-Aging Medicine Con)	Monaco		3	https://www.euromedicom.com/en/home.html
03/04/22	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/
03/04/22	World Spa and Wellness Awards	UK	London	1	-
28/04/22	Cosmoprof	Italy	Bologna	4	www.cosmoprof.com
20/05/22	Aesthetic Medicine London	UK	London	2	https://olympia.london/whatson/aesthetic-medicine-live
22/05/22	Beauty UK Hair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com
12/06/22	Hair X Perience	Netherlands	Gorinchem	2	https://www.hair-xperience.nl
12/06/22	Barber Connect	UK	Telford	2	http://barberconnect.co.uk
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04/07/22	British Hairdressing Business Awards	UK	London	1	-
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06/11/22	Professional Beauty Ireland	Ireland	Dublin	2	https://professionalbeauty.co.uk/e/Ireland/site/Home
06/11/22	Professional Beauty/HJ Awards	Ireland	Dublin	1	https://professionalbeauty.co.uk/e/Ireland/site/Home
20/11/22	Salon Beaute Selection	France	Lyon	2	http://www.beauteselection.com
28/11/22	British Hairdressing Awards	UK	London	1	

UK 2021 Exhibitions Calendar

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03/04/22	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/e/London/site/home
03/04/22	World Spa and Wellness Awards	UK	London	1	-
20/05/22	Aesthetic Medicine London	UK	London	2	https://olympia.london/whatson/aesthetic-medicine-live
22/05/22	Beauty UK Hair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com
12/06/22	Barber Connect	UK	Telford	2	http://barberconnect.co.uk
19/06/22	Spa Life	UK	Cotswolds	3	https://www.spa-life.co.uk/uk/
03/07/22	Professional Beauty Awards	UK	London	1	https://professionalbeauty.co.uk/

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10/07/22	Barberfest	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
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25/07/22	Professional Beauty North	UK	Manchester	2	https://professionalbeauty.co.uk/e/London/site/home
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