



Supporting the Hair
and Beauty Industry

EXHIBITIONS REPORT

SEPTEMBER 2021

Sincere apologies for the delay in publishing this Exhibitions Report.

No excuse for that but perhaps this is ideal timing to help promote the two most important events of the hairdressing and beauty calendar, Salon International and Professional Beauty.

Our thanks to Jayne Lewis – Orr for these reports and to Mike Patey, for bringing us up-to-date with HBSA activities at Salon and, indeed, Olympia Beauty this weekend.

I do hope everyone enjoys these early steps towards 'normality'.

Martyn Wady has been busy updating our Exhibitions and Events Schedule, as increasingly positive news is received for the rest of this year and next. No one should underestimate the effort this takes and as always, we welcome any updates to keep the information as accurate and complete as possible. I hope this is found useful by visitors and exhibitors alike.

This week I have taken the difficult decision not to attend Salon. As a 21 year old lad, I had attended the first Salon in the underground area at the Royal Lancaster Hotel. I have watched and been involved in this exhibition as it has grown from humble beginnings through Earls Court, Wembley and now EXCEL. During this development we have had our ups and downs but nothing to compare with COVID-19. I may well be the only person to have attended every Salon so far. Not a decision taken lightly but conscious about my personal vulnerability to covid and flights in particular.

Others should be safe enough now and to you I wish a successful return to the exhibitions programme.

Dr John Rainey MBE



Excite the senses and reignite your passion for beauty at Olympia Beauty 2021!

Olympia Beauty 2021 takes place on Sunday 3rd and Monday 4th October at Olympia London



Olympia Beauty returns for its 17th year this October. Olympia Beauty 2021 has been two years in the making, and because of this sees new features and partnerships that are set to excite and inspire you; the beauty professional.

Targeting Salon & Spa Owners?

The first big announcement from the show came early this year, when the Olympia Beauty team partnered with the salon industry's mentoring and business community, Salonology.

The club now in its 5th year boasts over 5,500 members. Each Salon & Spa Owner application is personally vetted and approved/denied ensuring the quality of business owner from the beauty, hair & spa industry.

Salon & Spa members will be offered access to exclusive events including The Brand Discovery Sessions. These sessions will bring 10 brand owners and up to 200 salon owners together in a series of one-hour events over both days.

Launching for the first time an exclusive prosecco bar and hummus bar for members and other dedicated owner events taking place on stage, including the Snapshot Seminars, Real Salon Owner Stories, Mastermind Hot Seats and The Salonology Show Live.

Going Green

Other exciting announcements from the Olympia Beauty show this year includes GREEN Beauty, a new and exclusive area for natural and organic brands, emphasising sustainability within our industry. As the beauty world returned to normality, a shift that has been taking place for a couple of years now became quite apparent and many consumers made a conscious move towards green, natural and organic beauty.

Competitions & Education

Olympia Beauty has training, standards and education as main pillars of the event, and delivered through our competitions – The Lash Games & National Massage Championships. These offer participants vital feedback from judges, the opportunity to learn from others and heighten their skills. This year, new partnerships and collaborations have meant that for the first time both competitions, will benefit from an educational programme, taking place on dedicated stages. These competition stages will feature live demonstrations, talks, seminars and panel discussions available to all visitors to the show.

Education

The Breakout Rooms also provide education in the form of workshops, training sessions and product discussions. Each session is designed and delivered by brands from across the varied beauty industry.

HBSA Member Benefits

To ensure you get a badge to come and visit the show any HBSA member that registers via this unique link [ENTRY BADGE & FREE PROSECCO FOR HBSA MEMBERS](#) will receive a free glass of prosecco to celebrate our amazing industry returning.

MEMBERS DISCOUNT - any HBSA members looking to be part of the show for 2022 will be offered a **10% early booking** discount valid until the **31st December 2021** on any stand space booked. For a 2022 floorplan, please email ian.archbold@olympiabeauty.co.uk

Visit www.olympiabeauty.co.uk for the full run down of all the education and competition opportunities on offer.

In case you are unable to visit this year, be sure to add the 2022 dates to your diary **2-3rd October 2022** when Olympia Beauty will return!



Salon International 16th – 18th October ExCeL London

Professional Beauty 17th – 18th October ExCeL London



In just over two weeks, Salon International will open its doors as the hairdressing industry reunites at ExCeL London. After what has been an incredibly challenging year for us all, we are looking forward to welcoming industry professionals back for great education across our four free stages, see fantastic brands and the best teams in Salon Seminars, and learn from some great business leaders at Business Live on the Sunday and Monday. Brands exhibiting include ghd, Salon Supplies, Crazy Color, Wahl, Schwarzkopf Professional, Sassoon Academy, Denman, Dyson, Artero, Andis and Manic Panic.



Co-located at ExCeL London, Professional Beauty London will welcome over 250 exhibitors and host five free stages with the Nail Competitions in association with The Federation of Nail Professionals and make-up artist, Lan Nguyen-Grealis heading up the Make-up Competitions. Exhibitors will be showcasing new treatments and techniques and on-stand demonstrations will be plentiful. Brands exhibiting include CACI, JK Health & Beauty, Elemis, Dermalogica, IIAA and House of Famuir.

The shows are still sizeable enough to excite and inspire visitors attending, all of whom are looking forward to seeing what brands have to offer and to get face-to-face with friends and colleagues. In an industry that is built on relationships and human touch, ExCeL London will become the focal point to reunite and reconnect the UK hair and beauty industries.

We look forward to welcoming HBSA Members to a drink's reception on Saturday, 16th October in Salon International's Salon Owners Lounge 2 from 3.30pm – 5pm.

Dates for your Diary

Monday 4th October sees us celebrate the best business brains in the hairdressing industry at the British Hairdressing Business Awards at the Park Plaza, Westminster Bridge, with Sunday 17th October seeing beauty and spa professionals come together at The Brewery, London for the Professional Beauty and World Spa & Wellness Awards.

Celebrating the best creative names in the hairdressing industry globally, the British Hairdressing Awards sponsored by Schwarzkopf Professional will take place on Monday, 29th November at the Grosvenor House Hotel, A JW Marriott Hotel.





INVITATION: Saturday October 16th 2021

Back for 2021, the HBSA will be hosting a dinner at the Yi Ban Chinese restaurant on Saturday 16th October which is just a five-minute walk from ExCeL London. The dinner is open to all HBSA members, exhibitors and their teams, and also visiting companies who are interested in finding out more about the HBSA.

We will be providing a fantastic meal followed by some great music with live 'karaoke' as an option for any budding singers out there. For anybody who came to the first event of this kind in 2019 it was a night not to be missed.



Having sold out last time around, please confirm your attendance at your earliest convenience to avoid disappointment.

This is a great opportunity to bring yourselves and your team along for a great night out. Tickets are just £41 + VAT per person.

For more information, please contact Mike Patey, HBSA by email info@thehbsa.co.uk or call 0845 5193258.



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The logo for Salon International is set within a dark blue rectangular background. The word 'SALON' is written in a large, white, serif font, and the word 'INTERNATIONAL' is written in a smaller, white, sans-serif font directly below it.

SALON
INTERNATIONAL

Salon International Member Tickets

As a member benefit, all HBSA members are entitled to two free tickets to Salon International and these are available on request. If you are part of the industry and want to keep up with the latest product launches, trends and to engage with both UK and overseas hairdressers, then this is arguably the best opportunity in the hairdressing calendar.

To request your 2 x free tickets please contact info@thehbsa.co.uk and I will send you some unique codes for registering your one-day tickets.

For further information about Salon International please visit www.salonshow.co.uk

HBSA Drinks Party, Saturday 16th October

The HBSA will be holding a drinks party for members on the exhibition floor on Saturday October 16th between 3.30-5.00pm.

The drinks party will be held in the **Salon Owners Lounge 2** on the exhibition floor.



All members are invited, and this is a great networking opportunity to meet up with other members and friends from the industry.

For further information please contact info@thehbsa.co.uk

Exhibitions Lists

**The exhibitions lists are subject to change due to the affect of the pandemic.*

2021 EU Exhibitions List

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
03/10/21	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/
04/10/21	British Hairdressing Business Awards	UK	London	1	-
16/10/21	Salon International	UK	London	3	www.salonexhibitions.co.uk
17/10/21	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/e/London/site/Home
17/10/21	Professional Beauty Awards	UK	London	1	https://professionalbeauty.co.uk/e/London/site/Home
22/10/21	Salon Look	Spain	Madrid	3	http://www.ifema.es/salonlook_06/Informacion_general/Presentacion/index.htm
06/11/21	Aesthetic Medicine Ireland	Ireland	Dublin	1	https://aestheticmed.co.uk/e/amireland/site/home
08/11/21	HJ Live Ireland (RDS Dublin)	Ireland	Dublin	2	www.salonexhibitions.co.uk
21/11/21	Salon Beaute Selection	France	Lyon	2	http://www.beuteselection.com
29/11/21	British Hairdressing Awards	UK	London	1	
11/03/22	Cosmoprof	Italy	Bologna	4	www.cosmoprof.com
22/05/22	Beauty UKHair/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
10/09/22	MCB	France	Paris	5	https://www.mcbbybeuteselection.com/en/home/
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/
09/10/22	The Hair Project	Belgium	Belgium	2	http://www.thehairproject.eu/
06/11/22	Professional Beauty Ireland	Ireland	RDS	2	https://professionalbeauty.co.uk/e/Ireland/site/Home

2021 International Exhibitions List

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
01/10/21	Cosmobeaute	Maylasia	Kuala Lumpur	3	https://www.cosmobeauteasia.com/indonesia/
03/10/21	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/
04/10/21	British Hairdressing Business Awards	UK	London	1	-
05/10/21	Beautyworld Middle East	UAE	Dubai	3	http://www.beautyworldme.com/frankfurt/51/for-exhibitors/welcome.aspx
16/10/21	Salon International	UK	London	3	www.salonexhibitions.co.uk
17/10/21	Premiere Orlando	USA	Florida	3	http://www.premiereorlandoshow.biz/
17/10/21	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/e/London/site/Home
17/10/21	Professional Beauty Awards	UK	London	1	https://professionalbeauty.co.uk/e/London/site/Home
18/10/21	Beauty World Japan Osaka	Japan	Osaka	3	https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html
22/10/21	Salon Look	Spain	Madrid	3	http://www.ifema.es/salonlook_06/Informacion_general/Presentacion/index.htm
22/10/21	AMWC (Aesthetic & Anti-Aging Medicine)	China	Chegdu	3	https://www.euromedicom.com/amwc-china/en/about/about-amwc-china-2021.html
24/10/21	Professional Beauty Joburg	South Africa	Johannesburg	2	https://www.probeauty.co.za/copy-of-conference-and-expo
24/10/21	Salon Africa	South Africa	Johannesburg	2	probeauty.co.za
26/10/21	Expo Beauty Show	Mexico	Mexico City	2	https://www.expobeautyshow.com/en-us.html
27/10/21	Cosmobeaute	Indonesia	Jakarta	3	https://www.cosmobeauteasia.com/indonesia/
27/10/21	Intercharm Professional	Russia	Moscow	3	http://www.intercharm.ru/en/

06/11/21	Aesthetic Medicine Ireland	Ireland	Dublin	1	https://aestheticmed.co.uk/e/amireland/site/home
08/11/21	South China Beauty Expo	China	Shenzhen	3	www.southchinabeautyexpo.com
08/11/21	HJ Live Ireland (RDS Dublin)	Ireland	Dublin	2	www.salonexhibitions.co.uk
20/11/21	Beauty Fair	Brazil	São Paulo	3	www.beautyfair.com.br
21/11/21	Salon Beaute Selection	France	Lyon	2	http://www.beuteselection.com
24/11/21	Indobeauty Expo	Indonesia	Indonesia	3	https://indobeautyexpo.com
29/11/21	British Hairdressing Awards	UK	London	1	
21/12/21	Cosmobeaute	Vietnam	Ho Chi Minh City	3	http://www.cosmobeauteasia.com
07/02/22	Beauty World Japan Fukuoka	Japan	Fukuoka	2	https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html
06/03/22	Professional Beauty Dubai	UAE	Dubai	2	https://professionalbeauty.ae
11/03/22	Cosmoprof	Italy	Bologna	4	www.cosmoprof.com
13/03/22	IBS	USA	NY	3	www.ibsnewyork.com
09/04/22	America's Beauty Show	USA	Chicago	3	https://www.americasbeautyshow.com/pages/abs
12/05/22	China Beauty Expo	China	Shanghai	3	http://en.chinabeautyexpo.com
18/05/22	Beauty World Japan Tokyo	Japan	Tokyo	3	https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html
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

12/07/22	Cosmoprof North America	USA	Las Vegas	3	http://www.cosmoprofnorthamerica.com
20/08/22	Beauty Expo Australia	Australia	Sydney	2	internationalbeautyexpo.com.au
10/09/22	MCB	France	Paris	5	https://www.mcbbybeuteselection.com/en/home/
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/
09/10/22	The Hair Project	Belgium	Belgium	2	http://www.thehairproject.eu/
06/11/22	Professional Beauty Ireland	Ireland	RDS	2	https://professionalbeauty.co.uk/e/Ireland/site/Home
16/11/22	Cosmoprof Asia	Hong Kong		3	https://www.cosmoprof-asia.com/en-us

2021 UK Exhibitions List

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03/10/21	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/
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17/10/21	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/e/London/site/Home
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29/11/21	British Hairdressing Awards	UK	London	1	
22/05/22	Beauty UKHair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com
12/06/22	Barber Connect	UK	Telford	2	http://barberconnect.co.uk
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	http://www.olympiabeauty.co.uk/

