



Supporting the Hair  
and Beauty Industry

## **EXHIBITIONS AND EVENTS REPORT**

**September 2022**

As many of us prepare for Salon International there is a growing sense of a return to normality.

Martyn Wady reports on four recent exhibitions and has updated the Exhibition and Events Calendar.

Jayne Lewis-Orr tells us what to expect at Salon this year from 8<sup>th</sup> – 10<sup>th</sup> October.

Also included are reports on Olympia Beauty and update on the benefits for HBSA members at Salon International.

Let's all get behind Salon this year and use the opportunity to meet up with old friends and make new ones.

See you next month.

**JFR**

## ISSE Long Beach 25- 26 June 2022, California – USA

Like many US shows in 2022, this was the first post-pandemic Long Beach event so there was an expectation that both exhibitor and visitor numbers would be down; they were, and it showed. It didn't help that this, and many other shows, had moved or changed their traditional dates.

The venue itself with the large open exhibition floor and the upper main stage and break-out training rooms works well and to be fair to the organisers, there was a lot of sponsored education on offer for the hairdressers that did attend. Hairbrained (online hairdressing community platform) also hosted a live event on the Saturday night, which featured a number of well-known US hairdressers and was pretty well attended.



The exhibition floor was pretty disappointing. There were very few known brands and a fair amount of cheap and/or non-salon products. Their layout was a complete mishmash and poorly thought out. In fairness this may have been due to companies pulling out last minute, but still it was poor. The custom built stands that were there were few and far between and outnumbered by lots of space only stands that were little more than a table and a back drop. The decision by the organisers to save money but not putting down carpet, really

added to the sense of cheap and shabby.

Still, there was a lot going on, and the stands that had demonstrations worked hard to keep the fairly sparse audience entertained.

The poor turnout and lack of exhibitors wasn't helped by the change of date which saw the Premier Beauty event being held on the same weekend (and from all accounts, this show

didn't do well either.) There is talk of combining Premier Beauty and ISSE events for next year which would make sense, although it would be interesting to say the least to see the two usually competing organising bodies collaborating...

For many years, Long Beach was the first major event on the annual professional exhibition calendar and may be next year. It's reverted to its usual January date (although there are currently two different dates...), so it might recapture some of its former prestige. The pandemic has, however, given exhibitors cause to assess the value of the traditional exhibition format, so may be re-establishing its former glory is a stretch too far, so maybe a combined event will be the only realistic option.

Martyn Wady

Denman International

## Cosmoprof Las Vegas 12-14 July 2022, USA



After many years, Cosmoprof Las Vegas took the bold move to shift from the well established venue at the Mandalay Bay to the new Las Vegas Convention Centre. This, and being the first post- Covid event, meant that there was a good number of regular exhibitors who stayed away or just opted to check it out with visit.

Just across from the Hilton Resorts World (and the tired Circus-Circus casino) the new LV Conference Centre is a vast exhibition and conference space on two floors. The ground floor has a vast hall area that can be sectioned off as per London's Excel, while the upper floor has a number of small rooms and venues. The venue is linked to the hotel via the 'Loop' – an underground tunnel with chauffeur driven Tesla cars so you don't need to go outside into the searing Nevada heat. (The plan is that the Loop will become an underground railway, linking the airport and key locations in the city.)



Cosmoprof LV is still very much a business-to-business trade show and for that reason the visitor numbers are always going to be less than a professional show. Also, given the size of the new venue, it's easy for it to look empty. That said there were a good number of stands, some custom build that had invested in their presence and a few that were doing demonstrations, but mostly small, shell-scheme types, with sample products and a meeting table – which to be fair, is probably all most companies needed. Official reports say there were 2,700 exhibitors from 70 countries, with visitors from 140 nations, which is probably a stretch, but it definitely had pretty good numbers from diverse locations.



The event covers hair and beauty and the beauty sector outnumbered the hair at least 3-1. There were some international exhibitors but being that there were still travel restrictions in place for many countries, these were vastly reduced from previous years. The one exception was South Korea. As with Cosmoprof Bologna, there was a large contingent of South Korean companies, in a number of bespoke aisles. (It's clear that the South Korean government is keen to support and invest in growing exports in this sector.)

One feature of the show I quite liked were the small table stands in the centre of the aisles. Around the size of a manicure station, these small stands provided small start-ups an opportunity to attend and exhibit for what can be assumed to be a small investment. Obviously this wouldn't work for a shows with busy foot-fall (and maybe dropped as and when the event gets busier), but for a genuine B2B show it was a nice option.

The biggest difference to the new venue is the there are no more options to hire a hotel suite and host meetings there – as was the preference of many previous visitors. There are upper rooms which can be hired (and some were), but this needs to be done though the organiser. The hotel is just across the way, but it's far enough away that unless it was a pre-show breakfast event or post-show meet-and-greet, it would be hard to get people to leave the main site.

The event though probably quieter than previous years, did feel successful, and most people felt attending was beneficial. With hotels, flights etc on top of the cost to exhibit, it is expensive though with is a big consideration in today's climate and it will be interesting to see how the show does next year when all restrictions are likely to have been lifted. But if your aim is to meet with established or new distributors for the US market, Cosmoprof Las Vegas is likely to remain a key event and a worthwhile investment.

**Martyn Wady**

**Denman International**

## Behind The Chair Event 13- 16 August 2022 – Orlando, USA

This event is the annual live education and competition event held by Behind The Chair – an online education and hair community platform. The entire event revolves around constant live education by leading brands and hairdressers in a 3,000 seater auditorium. Bolted onto this are the One Shot awards, where hairdressers submit one look – often on a phone – into one of the around 40 categories. Held in a resort hotel (this year in Orlando Marriot Resort) the 4 day event includes a full 3-day programme of education events on the main stage with this content relayed live to a large screen in a second hall where hairdressers can relax on sofas and bean bags to watch the action. This second hall has stands for all the companies providing education, and these are used primarily for up-close product education and demonstrations. Very few of those with a stand actually sold product; it was more about teaching how to use the products well and interacting with current or prospective hairdressers.



Being held in a resort hotel, all the exhibitors not only had a captive audience, but given the near \$500 ticket price (not including the hotel), they were guaranteed hairdressers that were serious about their businesses. In addition, you also had all the members of each hair team around for most if not all the 4 days and as it includes a Pool Party (cancelled this year due to the weather) the One Shot Awards and lots of networking, you are almost guaranteed to get a chance to speak to everyone.

The One Shot Awards was a bit of a farce as there were way too many categories and, due to every winner giving a tearful Oscar style speech, it went on for hours! (We left had dinner came back and it was still going on! The organisers have said that they will change the format for future events.)



The cost to participate is also fairly high. There are various packages which include different amounts of time on the main stage and size of stand etc., which are not particularly cheap but acceptable. But this cost added to flights, rooms and dinners in an expensive resort hotel, as well as models and a show team and it will be a serious investment.

BTC have also recently re-started smaller regional live events; including one in London, which are cheaper, but while you'll likely still get a good audience, they won't be anywhere near as big or be captive for as long. While expensive to attend, as a hairdresser, I loved this show as I did pretty much everyone I spoke to. For a brand with education as a key part of their marketing strategy, the BTC event is a good option and for this reason, it's supported by many of the leading colour houses and large electrical companies.

**Martyn Wady**

**Denman International**

## MCB 10<sup>th</sup> – 12<sup>th</sup> September 2022 Paris, France

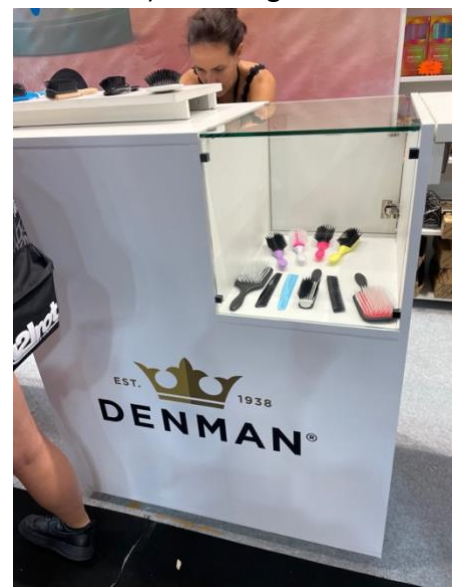
After a few failed attempts, MCB was back on again at its usual venue and time of year. Once considered one of the leading European professional shows, MCB, had pre-pandemic begun to lose its appeal, particularly with major brands. Back this year, the first time since Covid, MCB seems to have regained some of its prior stature. While nowhere near its glory days, there were signs that many leading brands were prepared to invest in attending once more.



Overall the show was busy and well attended and there were a good number of exhibitors and live shows for visitors to see. The organisers had kept the previous format of free live shows in an enclosed main stage area, as well as some smaller ‘inspiration’ and specialist stage areas. MCB also hosts the OMC world hairdressing championships, and a large area of the hall was given over to these competitions that ran during the event.

Many leading brands such as L’Oréal, Takara Belmont and Moroccan Oil had invested in stands as had a number of other brands. Furniture had a major presence, which was good to see as it shows a confidence that French hairdressers are (or soon will be) investing in their salons. Barbering was also well represented and there seemed to be a clipper fade happening on every corner. The one trend that has not yet hit France is the natural curly hair products and services. There were none that I saw and very few visitors wearing tailored natural curls. Given the global trend, this is likely to change for next year.

Denman were represented by Jacque Seban – a multi brand distributor that has a strong presence in the French professional market. And from their reports, the show was a success with them selling out many of their lines.





MCB is also a beauty show and there were a good selection of beauty and manicure products on show. And as with the hair side, a number of these had invested in decent custom build stands.

It wasn't all rosy however and there were some negatives the organisers will need to address if the event is to get back to being a key date in the calendar. There were a number of tatty stands which while were selling hair products, they were very much stack it high sell it cheap. These stands may not be an issue if given a separate area, but many were intermixed with stands that had invested money. There were also two very large cash & carry stands with entrance, exits and a bank of cash registers. These were in the centre of the hall and again, detracted from the stands that had invested in the event. There were supposed to be zones for different sectors, but it was not easy to discern one from the other. The overall layout was poor, but as with many other events, it's likely that they had a lot of non-confirmed stands and late entries that would have made planning difficult.

Overall is good to see MCB back and I'm sure for those who exhibited and attended it was worthwhile. The French market has always offered good opportunities for profession hair and beauty brands, and MCB was always a key vehicle in connecting with this market (especially hairdressing). For those that have exhibited in the past and/or see France as a key market, MCB 2023 will be well worth considering.

**Martyn Wady**

**Denman International**



**It's showtime: Join us at Olympia Beauty this autumn!**

Autumn's biggest beauty event, *Olympia Beauty*, takes place on Sunday 2nd and Monday 3rd October this year at Olympia London. The show, now in its 18th year, attracts hundreds of exhibiting brands and thousands of visiting beauty professionals every year!



#### **EXCLUSIVE FOR HBSA MEMBERS**

This year Olympia Beauty invites all HBSA members to experience the show in first class and enjoy a free drink in the Salon & Spa Owners' Club. Simply register using this [unique link](#) or use the promo code **HBSA** when you register for the show!

Upon entering the show you'll follow the red carpet to the Salon & Spa Owners' Club. Here you'll find a fantastic lounge and cafe area, with complementary teas and coffees, a free cloakroom for all of your bags and a beautiful bar ready and waiting

with a glass of prosecco for your arrival. You'll also have free access to the Brand Discovery Sessions and the Salon & Spa Owners' Club stage.



### **Brands, show offers, stages, competitions & more**

With over 150 exhibiting beauty brands this year across all sectors, Olympia Beauty is the perfect meeting place for salon, spa and beauty business owners, beauty brand managers, freelancers, educators, lecturers, students and many more.

This professional two-day event offers you the unique opportunity to engage with the best in the industry, network and meet like-minded professionals across all sectors and learn from a panel of industry leaders.

The show boasts 3 stages this year including:

- The Salon & Spa Owners' Club stage, exclusively for members and their guests
- Health & Well-being stage: BRAND NEW
- The Nail Stage: BRAND NEW

The show also has two live competitions taking place across the two-day event including:

- Nailympia London-the world's biggest nail competition returns to London for the first time since 2019
- The National Massage Championship-the UK's biggest competition for massage therapists can be found in the Health & Wellbeing area of the show

HBSA Members also receive an exclusive discount on stand space and sponsorship for both 2022 (taking place on 2 & 3 October 2022) & 2023 (taking place on 1 & 2 October 2023) – simply email [ian.archbold@olympiabeauty.co.uk](mailto:ian.archbold@olympiabeauty.co.uk) with your enquiry

Go to [www.olympiabeauty.co.uk](http://www.olympiabeauty.co.uk) to find out more.

Instagram: [@olympiabeautyuk](https://www.instagram.com/olympiabeautyuk)

Facebook: [@olympiabeauty](https://www.facebook.com/olympiabeauty)



In just under over two weeks, Salon International will open its doors at ExCeL London where the leading brands, distributors and wholesalers will launch a vast array of products, equipment, tools and treatments for the professional hairdressing industry.

With live education and inspiration in abundance on exhibitor stands, the three Live HJ Stages will cover cutting/styling, colour and barbering with shows running throughout the three days.

Following the successful launch of the Colour Stage last year, it has been expanded to include Brand Colour Pods with Eleven Australia, Elgon, Revlon Professional and Uberliss all participating.



Our VIP programme has seen salon owners from around the UK invited to attend as a guest with complimentary show and lounge access, whilst colleges are being invited, and assistance given, by Salon International and VTCT, to help cover student travel costs.

Salon Live returns with Sassoon Academy, Toni&Guy, Mahogany and Patrick Cameron launching their newest collections and education, and the Alternative Hair Show will run at the The Troxy.

We are working with exhibitors to invite their VIPs and many are carrying flyers in orders being despatched to promote the event and their presence at it. Our 360-degree multi-channel campaign has seen activity with media partners and press around the world, as well as concentrated activity to engage the market across all touchpoints. New exhibitors include Moroccanoil, Chris & Sons, Zenoti, Maria Nila, Vagaro, K18 and Rapture Hair joining bellwethers including Takara Belmont, Denman, Crazy Color, Salon Supplies, Alfa Italia/Amika, Hair Tools, Salons Direct, Toni&Guy, Wahl, REM, Sassoon Academy and ProCare to name just a few.

HJ's British Hairdressing Awards Gallery sponsored by Schwarzkopf Professional is always a huge visitor attraction and will feature the finalists and nominees for the 2022 titles.

HBSA members are entitled to two complimentary tickets, and we are hosting a Drinks Reception on Stand M120 at 3.30pm on Saturday 8<sup>th</sup> October.



The Irish hair and beauty industry will be reunited for the first time in three years at Professional Beauty & Hair in partnership with Irish Beauty on the 6<sup>th</sup> – 7<sup>th</sup> November at the RDS, Dublin. This new partnership will see just one show in the Irish market going forward, combining the marketing reach of both companies with the Professional Beauty Group continuing to organise, sell and run the event.



The iconic Shelbourne Hotel in Dublin City Centre is the location for the Irish Awards that include hair, beauty, spa and aesthetics categories and with sponsors including ghd, Treatwell, Schwarzkopf Professional and Murad, the professional industry is coming together to celebrate success, innovation and resilience.



## **LONDON** EXCEL LONDON 5-6 MARCH 2023

Back in its usual timeline of 5<sup>th</sup> – 6<sup>th</sup> March 2023, Professional Beauty London has extended its content programme for next year. With two Nail Training Studios and separately Make-up Training Studios on the show floor for education and product immersion, companies will be offering taster sessions and masterclasses. Brands on the show floor include Louella Belle, CACI, Gerrard International, DIBI Milano, 3D Lipo, Gharieni and Guinot and exhibitors will be able to offer private treatments in our Treatment Rooms for VIP prospects and existing clients.

The World Spa & Wellness Convention has confirmed speakers including the VP Global of the Four Seasons, Accor and Marriott and the Professional Beauty Awards will run together with the World Spa & Wellness Awards at The Brewery on Sunday evening.



<b>2022</b>		
<b>25<sup>th</sup> &amp; 26<sup>th</sup> September</b>	<b>Professional Beauty North</b>	<b>Manchester Central</b>
<b>8<sup>th</sup> – 10<sup>th</sup> October</b>	<b>Salon International</b>	<b>ExCeL London</b>
<b>5<sup>th</sup> November</b>	<b>Aesthetic Medicine Ireland</b>	<b>RDS, Dublin</b>
<b>6<sup>th</sup> – 7<sup>th</sup> November</b>	<b>Professional Beauty &amp; Hair</b>	<b>RDS, Dublin</b>
<b>6<sup>th</sup> November</b>	<b>PB/HJ Beauty Hair &amp; Spa Awards</b>	<b>Shelbourne Hotel, Dublin</b>
<b>28<sup>th</sup> November</b>	<b>British Hairdressing Awards</b>	<b>Grosvenor House Hotel, London</b>
<b>2023</b>		
<b>5<sup>th</sup> &amp; 6<sup>th</sup> March</b>	<b>Professional Beauty London</b>	<b>ExCeL London</b>
<b>19<sup>th</sup> &amp; 20<sup>th</sup> May</b>	<b>Aesthetic Medicine London</b>	<b>Olympia London</b>
<b>3<sup>rd</sup> July</b>	<b>British Hairdressing Business Awards</b>	<b>Park Plaza Westminster Bridge</b>
<b>24<sup>th</sup> &amp; 25<sup>th</sup> September</b>	<b>Professional Beauty North</b>	<b>Manchester Central</b>
<b>24<sup>th</sup> &amp; 25<sup>th</sup> September</b>	<b>Aesthetic Medicine North</b>	<b>Manchester Central</b>
<b>14<sup>th</sup> – 16<sup>th</sup> October</b>	<b>Salon International</b>	<b>ExCeL London</b>



## Free tickets and Drinks at Salon International for HBSA Members



Autumn time in the UK is a fantastic time of year. There is a busy exhibition schedule with several trade shows taking place. A must for any HBSA member working in the professional hairdressing industry is Salon International at ExCel London on 8-10 October.

### FREE TICKETS

As an HBSA member benefit, you are entitled to two one day entrance tickets to Salon International. If you haven't already done so, please claim your free tickets via [email here](#). For visitors, there is a wealth of inspiring new trends to discover, educational shows, new products, new brands and plenty of great networking opportunities.

Member companies such as Denman International, Hair Tools, Olivia Garden, Procure, Professional Beauty Systems, Rand Rocket, Salon Supplies, Schwarzkopf and Wella Professionals will all be exhibiting to name but a few.

### DRINKS RECEPTION

The HBSA are hosting a drinks reception for members on Saturday 8th in the Lounge at stand M120. This is a ticketed event so to reserve your place please [click here](#).



HBSA members also benefit from a 5% HBSA discount on your stand. There are great entry level shell scheme stand opportunities to exhibit your products and services or if you are wanting to make a real impact you can choose a space only option and build your own blank canvas from scratch. Either

way, why not have a conversation with the organisers on Tel: +44 (0) 203 841 7366 or via email [jackie.b@thepbgroup.com](mailto:jackie.b@thepbgroup.com)



For more information about Salon International please visit [www.salonshow.co.uk](http://www.salonshow.co.uk)



## PROCARE (STAND E140 at SALON INTERNATIONAL)

Brought to you by the HBSA, Recycle My Salon is run on a not-for-profit basis and is a national recycling scheme for hair salons. We recycle used aluminium foils, tubes, and aerosols even if they are contaminated with hair dye.

Aluminium is strong, durable, and easy to transform into all sorts of different shapes and is extremely easy to recycle. In fact, aluminium can be recycled repeatedly because it can be melted and then reformed without losing any of its original qualities.

When you recycle aluminium the recycling and new production process saves 95% of the energy used to make the original metal, it also saves 95% of the green-house gas emissions produced!



PROCARE have supported Recycle My Salon from its inception and will be promoting the scheme from their stand (E140) at Salon International.



**AVOID LANDFILL:** recycling packs can be purchased from local wholesalers including Alan Howard, Barkers, Capital Hair & Beauty, Salons Direct, Salon Supplies.

Alternatively, recycling packs can be bought directly at [www.recyclemysalon.co.uk](http://www.recyclemysalon.co.uk)

For more information about the scheme please drop by the PROCARE stand E140

Recycle My Salon is an industry wide initiative and is supported by several partners including:

A.S.P, Alan Howard, Alupro, Barbicide, Barkers, FFOR, First Mile, Goldwell, L'Oréal Professionnel, Osmo, Procure, Quif, Rand Rocket, Salon Supplies, Salons Direct, Schwarzkopf, Sweet Squared, Wella

## International 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
19/09/22	Professional Beauty Mumbai	India	Mumbai	2	<a href="https://professionalbeauty.in">https://professionalbeauty.in</a>
19/09/22	Professional Beauty Mumbai	India	Mumbai	2	<a href="https://professionalbeauty.in">https://professionalbeauty.in</a>
22/09/22	InterCharm Ukraine	Ukraine	Kiev,	3	<a href="http://www.intercharm.kiev.ua">www.intercharm.kiev.ua</a>
23/09/22	Cosme Tech	Japan	Osaka	3	<a href="https://www.cosme-week.jp">https://www.cosme-week.jp</a>
24/09/22	Aesthetic Medicine North	UK	Manchester	1	-
26/09/22	Professional Beauty Abu Dhabi	UAE	Abu Dhabi	1	<a href="https://professionalbeauty.ae/e/abudhabi/site/home">https://professionalbeauty.ae/e/abudhabi/site/home</a>
28/09/22	Cosmobeaute	Maylasia	Kuala Lumpur	3	<a href="https://www.cosmobeauteasia.com/indonesia/">https://www.cosmobeauteasia.com/indonesia/</a>
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	<a href="http://www.olympiabeauty.co.uk/">http://www.olympiabeauty.co.uk/</a>
08/10/22	Salon International	UK	London	3	<a href="http://www.salonexhibitions.co.uk">www.salonexhibitions.co.uk</a>
09/10/22	Professional Beauty Business	UK	London	1	-

09/10/2 2	The Hair Project	Belgium	Belgium	2	<a href="http://www.thehairproject.eu/">http://www.thehairproject.eu/</a>
21/10/2 2	AMWC (Aesthetic & Anti-Aging Medicine Congress)	China	Chengdu	3	<a href="https://www.amwcchina.com">https://www.amwcchina.com</a>
21/10/2 2	Salon Look	Spain	Madrid	3	<a href="http://www.ifema.es/salonlook_06/Informacion_general/Presentacion/index.htm">http://www.ifema.es/salonlook_06/Informacion_general/Presentacion/index.htm</a>
22/10/2 2	China Beauty Expo	China	Guangzhou,	3	<a href="http://www.cantonbeauty.com">http://www.cantonbeauty.com</a>
23/10/2 2	Expo Beauty Show	Mexico	Mexico City	2	<a href="https://www.expobeautyshow.com/en-us.html">https://www.expobeautyshow.com/en-us.html</a>
24/10/2 2	Beauty World Japan Osaka	Japan	Osaka	3	
26/10/2 2	Intercharm Professional	Russia	Moscow	3	<a href="http://www.intercharm.ru/en/">http://www.intercharm.ru/en/</a>
27/10/2 2	Cosmobeaute	Indonesia	Jakarta	3	<a href="https://www.cosmobeauteasia.com/indonesia/">https://www.cosmobeauteasia.com/indonesia/</a>
27/10/2 2	China Beauty Expo	China	Guangzhou	4	-
31/10/2 2	Beautyworld Middle East	UAE	Dubai	3	<a href="http://www.beautyworldme.com/frankfurt/51/for-exhibitors/welcome.aspx">http://www.beautyworldme.com/frankfurt/51/for-exhibitors/welcome.aspx</a>
05/11/2 2	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Japan	Tokyo	2	<a href="https://amwc-japan.com/en/">https://amwc-japan.com/en/</a>

05/11/2 2	Aesthetic Medicine Ireland	Ireland	Dublin	1	
06/11/2 2	Professional Beauty Ireland	Ireland	Dublin	2	<a href="https://professionalbeauty.co.uk/e/Ireland/site/Home">https://professionalbeauty.co.uk/e/Ireland/site/Home</a>
06/11/2 2	Professional Beauty/HJ Awards	Ireland	Dublin	1	<a href="https://professionalbeauty.co.uk/e/Ireland/site/Home">https://professionalbeauty.co.uk/e/Ireland/site/Home</a>
07/11/2 2	Salon Smart Dublin	Ireland	Dublin	1	<a href="https://www.creativeheadmag.com/salonsmart/dublin-2022/">https://www.creativeheadmag.com/salonsmart/dublin-2022/</a>
16/11/2 2	Cosmoprof Asia	Singerpore	Singerpore Expo	3	<a href="https://www.cosmoprof-asia.com/">https://www.cosmoprof-asia.com/</a>
17/11/2 2	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Colombia	Medellin	3	<a href="https://amwc-la.com/en/home-page/">https://amwc-la.com/en/home-page/</a>
20/11/2 2	Salon Beaute Selection	France	Lyon	2	<a href="http://www.beuteselection.com">http://www.beuteselection.com</a>
24/11/2 2	China Beauty Expo	China	Shanghai	3	-
28/11/2 2	British Hairdressing Awards	UK	London	1	
14/12/2 2	China Beauty Expo	China	Shanghai	3	<a href="http://en.chinabeautyexpo.com">http://en.chinabeautyexpo.com</a>
26/12/2 2	Beijing International Beauty Expo	China	Beijing	3	<a href="http://www.beijingbeautyexpo.com/bj/?&amp;active=1">http://www.beijingbeautyexpo.com/bj/?&amp;active=1</a>

27/01/2 3	ISSE Long Beach	USA	California	3	-
06/02/2 3	Beauty World Japan Fukuoka	Japan	Fukuoka	2	<a href="https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html">https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html</a>
20/02/2 3	Professional Beauty Dubai	UAE	Dubai	2	<a href="https://professionalbeauty.ae/e/pb/site/Home">https://professionalbeauty.ae/e/pb/site/Home</a>
22/02/2 3	Beijing International Beauty Expo	China	Beijing	3	<a href="http://www.beijingbeautyexpo.com/bj/?&amp;active=1">http://www.beijingbeautyexpo.com/bj/?&amp;active=1</a>
05/03/2 3	IBS	USA	NY	3	<a href="http://www.ibsnewyork.com">www.ibsnewyork.com</a>
05/03/2 3	Professional Beauty London	UK	London	2	<a href="https://professionalbeauty.co.uk/">https://professionalbeauty.co.uk/</a>
16/03/2 3	Cosmopack	Italy	Bologna	3	<a href="http://www.cosmoprof.com">www.cosmoprof.com</a>
17/03/2 3	Cosmoprof	Italy	Bologna	4	<a href="http://www.cosmoprof.com">www.cosmoprof.com</a>
28/03/2 3	Hair Brazil	Brazil	Sao Paulo	4	<a href="http://www.hairbrasil.com/">http://www.hairbrasil.com/</a>
30/03/2 3	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Monaco		3	<a href="https://www.amwc-conference.com/en/home.html">https://www.amwc-conference.com/en/home.html</a>
01/04/2 3	Top Hair	Germany	Dusseldorf	2	<a href="https://www.top-hair-international.com">https://www.top-hair-international.com</a>
15/04/2 3	America's Beauty Show	USA	Chicago	3	<a href="https://www.americasbeautyshow.com/pages/abs">https://www.americasbeautyshow.com/pages/abs</a>

16/04/23	Scottish Hair & Beauty	UK	Glasgow	2	<a href="https://scottishhairandbeautyshow.com">https://scottishhairandbeautyshow.com</a>
23/04/23	Barber Society Live	Netherlands	Amsterdam	1	<a href="https://barbersocietylive.com">https://barbersocietylive.com</a>
03/06/23	Premiere Orlando	USA	Florida	3	<a href="http://www.premiereorlandoshow.biz/">http://www.premiereorlandoshow.biz/</a>
04/06/23	Beauty UK Hair/Barber UK	UK	Coventry	2	<a href="http://www.beautyukshow.com">http://www.beautyukshow.com</a>
11/06/23	Hair X Perience	Netherlands	Gorinchem	2	<a href="https://www.hair-xperience.nl">https://www.hair-xperience.nl</a>
15/06/23	Beauty Eurasia	Turkey	Istanbul	3	<a href="https://beautyeurasia.com/Home">https://beautyeurasia.com/Home</a>
22/06/23	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Brazil	Sao Paulo	3	<a href="https://conteudo.amwcbrazil.com.br/amwc-brazil-2023">https://conteudo.amwcbrazil.com.br/amwc-brazil-2023</a>
11/07/23	Cosmoprof North America	USA	Las Vegas	3	<a href="http://www.cosmoprofnorthamerica.com">http://www.cosmoprofnorthamerica.com</a>



## EU 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
24/09/22	Aesthetic Medicine North	UK	Manchester	1	-
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	<a href="http://www.olympiabeauty.co.uk/">http://www.olympiabeauty.co.uk/</a>
08/10/22	Salon International	UK	London	3	<a href="http://www.salonexhibitions.co.uk">www.salonexhibitions.co.uk</a>
09/10/22	Professional Beauty Business	UK	London	1	-
09/10/22	The Hair Project	Belgium	Belgium	2	<a href="http://www.thehairproject.eu/">http://www.thehairproject.eu/</a>
21/10/22	Salon Look	Spain	Madrid	3	<a href="http://www.ifema.es/salonlook_06/Informacion_general/Presentacion/index.htm">http://www.ifema.es/salonlook_06/Informacion_general/Presentacion/index.htm</a>
05/11/22	Aesthetic Medicine Ireland	Ireland	Dublin	1	
06/11/22	Professional Beauty Ireland	Ireland	Dublin	2	<a href="https://professionalbeauty.co.uk/e/Ireland/site/Home">https://professionalbeauty.co.uk/e/Ireland/site/Home</a>
06/11/22	Professional Beauty/HJ Awards	Ireland	Dublin	1	<a href="https://professionalbeauty.co.uk/e/Ireland/site/Home">https://professionalbeauty.co.uk/e/Ireland/site/Home</a>

<b>07/11/22</b>	<b>Salon Smart Dublin</b>	<b>Ireland</b>	Dublin	<b>1</b>	<a href="https://www.creativeheadmag.com/salonsmart/dublin-2022/">https://www.creativeheadmag.com/salonsmart/dublin-2022/</a>
<b>20/11/22</b>	<b>Salon Beaute Selection</b>	<b>France</b>	Lyon	<b>2</b>	<a href="http://www.beuteselection.com">http://www.beuteselection.com</a>
<b>28/11/22</b>	<b>British Hairdressing Awards</b>	<b>UK</b>	London	<b>1</b>	
<b>05/03/23</b>	<b>Professional Beauty London</b>	<b>UK</b>	London	<b>2</b>	<a href="https://professionalbeauty.co.uk/">https://professionalbeauty.co.uk/</a>
<b>16/03/23</b>	<b>Cosmopack</b>	<b>Italy</b>	Bologna	<b>3</b>	<a href="http://www.cosmoprof.com">www.cosmoprof.com</a>
<b>17/03/23</b>	<b>Cosmoprof</b>	<b>Italy</b>	Bologna	<b>4</b>	<a href="http://www.cosmoprof.com">www.cosmoprof.com</a>
<b>01/04/23</b>	<b>Top Hair</b>	<b>Germany</b>	Dusseldorf	<b>2</b>	<a href="https://www.top-hair-international.com">https://www.top-hair-international.com</a>
<b>16/04/23</b>	<b>Scottish Hair &amp; Beauty</b>	<b>UK</b>	Glasgow	<b>2</b>	<a href="https://scottishhairandbeautyshow.com">https://scottishhairandbeautyshow.com</a>
<b>23/04/23</b>	<b>Barber Society Live</b>	<b>Netherlands</b>	Amsterdam	<b>1</b>	<a href="https://barbersocietylive.com">https://barbersocietylive.com</a>
<b>04/06/23</b>	<b>Beauty UKHair/Barber UK</b>	<b>UK</b>	Coventry	<b>2</b>	<a href="http://www.beautyukshow.com">http://www.beautyukshow.com</a>
<b>11/06/23</b>	<b>Hair X Perience</b>	<b>Netherlands</b>	Gorinchem	<b>2</b>	<a href="https://www.hair-xperience.nl">https://www.hair-xperience.nl</a>

## UK 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
24/09/22	Aesthetic Medicine North	UK	Manchester	1	-
02/10/22	Olympia Beauty Show	UK	Olympia, London	2	<a href="http://www.olympiabeauty.co.uk/">http://www.olympiabeauty.co.uk/</a>
08/10/22	Salon International	UK	London	3	<a href="http://www.salonexhibitions.co.uk">www.salonexhibitions.co.uk</a>
09/10/22	Professional Beauty Business	UK	London	1	-
28/11/22	British Hairdressing Awards	UK	London	1	
05/03/23	Professional Beauty London	UK	London	2	<a href="https://professionalbeauty.co.uk/">https://professionalbeauty.co.uk/</a>
16/04/23	Scottish Hair & Beauty	UK	Glasgow	2	<a href="https://scottishhairandbeautyshow.com">https://scottishhairandbeautyshow.com</a>
04/06/23	Beauty UKHair/Barber UK	UK	Coventry	2	<a href="http://www.beautyukshow.com">http://www.beautyukshow.com</a>