



Supporting the Hair
and Beauty Industry

EXHIBITIONS REPORT

JULY 2022

This is traditionally a quiet period in the exhibitions calendar, so we are grateful for any contributions we get.

Indeed, the ISSE Show in Long Beach would normally take place in January as Martyn says. I attended in “The Good Old Days” when this was very much one of the most important shows in the US circuit, but it has been in decline even pre Covid.

Long Beach has relevance to the history of Denman as the Queen Mary is moored there.

Jack Denman Dean brought back the first ton of nylon into the UK as cabin baggage on this ship on her last military sailing at the end of World War II before she returned to civilian duties.

Denman pins are thought to be the first commercial use of nylon by injection moulding. Had to fill up the space with something!

Many thanks to Mike for some great information on forthcoming events.

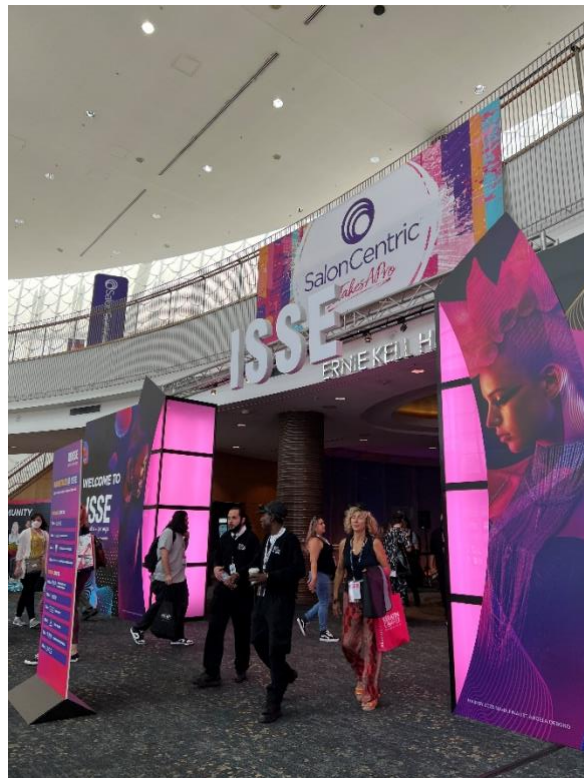
Dr John Rainey

ISSE Long Beach Show Report

Dates: 25th/26th July 2022

Location: Long Beach California

One of the long established exhibitions on the international calendar, this was the first time I had visited ISSE Long Beach. While I was not personally able to compare it to previous years, it was clear however that 2022 was a far cry from pre-covid years.



Situated in the Long Beach Convention Centre, the ISSE show was traditionally a must attend for hair professionals based in California and the western states and was always well supported by professional brands and drew many international exhibitors. This year, however, the show was obviously smaller than previous years and there was a noticeable lack of major brands.

Traditionally held in January and over 3 days, due to Covid the event had, like many, been cancelled a number of times over the last 2 years. This year's event was scheduled for January but was then postponed until the end of June. This date change had an obvious impact on the event as not only were people unaware that it was happening, but it was forced to run over a Saturday and Sunday missing the important Monday when most salons are closed. In addition to this, the date clashed with IBS Las Vegas further reducing both potential exhibitors and visitors.

Visitor numbers were low on Saturday but did improve for Sunday when the show did have a slight buzz. According to regular exhibitors however, numbers were way, way down on normal and lower than expected.

The event has a main auditorium and lots of breakout classrooms as well as stage presentations on the show floor. These feature many well-known brands and respected educators meaning that any visiting hairdressers who did attend, certainly got their money's worth. You could easily have spent all day both days benefiting from the free education. There were so many classes and events however that most were sparsely attended which was probably a little disheartening for the educators. The Hairbrained community event on Saturday evening however was pretty well attended and hosted 12 well-known educators.

From an exhibitor standpoint it's hard to see how the event wouldn't have been a disappointment. The floor layout was jumbled to say the least and was likely a result of last-minute adjustments due to late bookings and no-shows. There was no carpet, areas sectioned off with black curtain and very little in the way of event branding, so the organisers had obviously scrimped and saved money any way they could.

There were a few good brands like Wahl, Babyliss and Salon Centric and some had invested in their stands. Unfortunately, these were interspaced with simple shell style counter stands, many offering unknown products and some non-hair related items. Barbering featured heavily and accounted for around a quarter of stands. Many exhibitors were clearly not happy though and the organisers are likely going to have to offer some compensation to get them back again next year.



One concept that caught my attention was the RAW stage. This was a consortium of non-competing brands that had clubbed together to set up a stage area with seating, around which was about six manned counters – one for each of the brands. Each of the brands had time on the stage to demonstrate their products or deliver a presentation. Each brand had the same amount of space which they used to display/sell stock. The concept was interesting as it enabled brands to have a good presence at the event with live demonstrations, without having to invest in the cost and manpower of a large stand.

It would be fair to say that ISSE 2022 was not the show it had been and it's unclear if American hairdressers and brands will be keen to get back to pre-Covid levels of professional hair events. The organisers are looking to re-establish the event in January 2023 so only time will tell if this year was just a tentative re-start into live events or a permanent move away from the mega events of the past.

Martyn Wady
Denman International



HBSA REPORT - JULY 2022

BARBERFEST – 10th JULY 2022 - BRIGHTON

We are currently in build for our one day barbering event, Barberfest 2022 at the Hilton Brighton Metropole Hotel where we have 20 exhibitors including Salon Supplies, Dowa International, American Crew, Avlon, Balmain Homme, Wahl and Andis.

The Modern Barber Stage will feature some of the biggest names in barbering who will share techniques, tips and trends with the Business Learning Stage featuring industry leaders including David Raccuglia, Tom Chapman, Keri Blue and Mike Taylor.

Sunday evening will celebrate the industry barber-style with the Modern Barber Awards bringing together the best in the business to celebrate the business and creative leaders.

PROFESSIONAL BEAUTY NORTH – 25TH & 26TH SEPTEMBER 2022 – MANCHESTER

After a two-year Covid hiatus, Professional Beauty North returns to its Manchester Central home. Brands on the show floor include CACI, 3D Lipo, Image, Dibi Milano, Ink London, Nails by Annabel and Phorest.

The event takes place alongside Aesthetic Medicine North which attracts clinics and doctors with a free flow of visitors across both shows.

Education is plentiful with Business & Digital Skills, Skin & Advanced Treatments and Trends and Techniques programmes running throughout the two days alongside Nail Competitions.

SALON INTERNATIONAL – 8TH – 10TH OCTOBER 2022 – EXCEL LONDON

Three days dedicated to celebrating the professional hairdressing sector, Salon International will unite the industry with inspiration and education across all three days.

Toni&Guy, Sassoon Professional, Mahogany and Patrick Cameron are back to delight the audience as they launch their new collections at Salon Live, and the HJ and Modern Barber stages will be packed with the best educators offering in-show education to all visitors. A two-day Business Live Conference will cover topics pertinent to salon owners and freelance stylists and give them advice and information to help them run their businesses more profitably and effectively,

For 2022, the HJ Colour Stage has been further developed since its successful launch last year, and brands exhibiting on the Colour Pods include Revlon Professional, Eleven Australia and Uberliss. Each brand will have its own pod together with an area in our Colour Lounge, access to wet prep, dry prep and stage time throughout the three days.

Exhibitors already confirmed for Salon International include Schwarzkopf Professional, Dyson, Moroccanoil, Wahl, Sassoon Academy, Toni&Guy, Great Lengths, Diva Professional, Artero and Crazy Color.

Media partners have been confirmed around the world and tickets will go on sale in the next few days as the visitor marketing campaign ramps up.

Professional Beauty @ Salon International will run within the show allowing brands to promote the additional, relevant beauty services that can be introduced into hair salons to increase revenue and footfall,

PB/HJ IRELAND – 6th & 7th NOVEMBER - RDS DUBLIN

The first beauty show to run in the country for almost three years, PB/HJ Ireland will unite the industries for the weekend with the PB/HJ Beauty, Hair and Spa Awards being held on the Sunday evening.

The HJ Stage and Modern Barber Stage compliment the beauty education that will run throughout the two days and exhibitors include milk.shake, Reuzel, Meraki Nails, Million Dollar Facial, Opatra and VTCT,

The Awards will celebrate business and creative skills and sponsors include Murad, Schwarzkopf Professional, ghd, VTCT, Treatwell, Great Lengths and Cosmeditech.

Coming Events 2022

25 th & 26 th September	Aesthetic Medicine North	Manchester Central
25 th & 26 th September	Professional Beauty North	Manchester Central
8 th – 10 th October	Salon International	ExCeL London
8 th – 10 th October	Professional Beauty @ Salon International	ExCeL London
5 th November	Aesthetic Medicine Ireland	RDS, Dublin
6 th – 7 th November	PB/HJ Ireland	RDS, Dublin
6 th November	PB/HJ Beauty, Hair & Spa Awards	Dublin
28 th November	British Hairdressing Awards	Grosvenor House Hotel, London



Experience the show in first class!

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!

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!

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.



HBSA Members also receive an exclusive discount on stand space and sponsorship – simply email ian.archbold@olympiabeauty.co.uk with your enquiry.

Go to www.olympiabeauty.co.uk to find out more.

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

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

HBSA Dinner Party 2022, Stationers' Hall

NEW DATE: November 9th

The 2022 HBSA 'Summer' Party has been postponed and will now take place on November 9th.

The venue is the magnificent Stationers' Hall in London which is situated near to St Paul's Cathedral. The venue was completed in 1673 after the Great Fire of London and is a Grade 1 listed building. The Stationers is one of the City Livery Companies and the company dates back to 1403 when the text writers and those who sold books and writing materials joined with the lymners who decorated the books to form a guild.

The venue is very easy to get to and St Paul's underground station is only 2 miles or 6 minutes from Oxford Circus tube station.



The evening starts at 6.30pm with reception drinks in the private secluded courtyard garden which is an oasis in the City centre. There will be plenty of opportunity to network with colleagues and friends from the industry before moving through to the main hall for dinner.

The evening will be accompanied by some live musical entertainment both in the gardens and latterly in the dining hall itself. Wine will be served with the meal and full cash bar will also be available.

We will be supporting the [Little Princess Trust charity](#) and will run a raffle and auction for this great industry cause.



The cost of the evening is £135.00 plus VAT per person which includes a welcome drink, a three-course meal, half a bottle of wine per person (or soft drink alternatives). An additional wine list will also be available on the night.

We hope you will be able to join us and to reserve your table (in 10s) please contact Mike Patey info@thehbsa.co.uk or call 0845 519 3258. Individual or smaller group bookings are also welcome.

HBSA beauty **CONFERENCE**

13th September, Sadlers Wells Theatre, London

A one-day conference aimed at suppliers, manufacturers, and distributors to the professional beauty industry.

Brought to you from the team behind the hugely successful BCA one-day business conferences, the HBSA are pleased to announce a fantastic line-up of speakers at this year's conference.

Speakers include:



Laurence Newman
CurrentBody



Lara Morgan
Scentered



Millie Kendall M.B.E
British Beauty Council



Renee Parker
Invinci Agency

These vastly experienced professionals are some of the best in the business and will be sharing their truly inspirational stories. They will share a diverse range of business topics and real-life brand stories which are guaranteed to motivate, inspire and challenge established business practices. Delegates will leave the day enthused and armed with new ideas, tips and techniques which can be implemented in their own businesses.

Panel Session

There is a panel session on sustainability designed to update you with the latest news, trends and customer expectations. The panel will also be on hand to share advice and information and to answer your specific questions.

During the day, there is plenty of time for networking, and we have a number of interesting and relevant suppliers who will take table-top displays. They are companies who are recommended by HBSA members and are there to offer support services to businesses.

Tickets are only £49 + VAT for HBSA members and £75 + VAT for non-members with lunch included. Ticket numbers are limited so please book early to avoid disappointment.

(Note that non-HBSA members can redeem up to the value of two tickets (£150) against a years' membership to the HBSA. Yearly membership fee £380 + VAT.)

Table-Top Suppliers

A number of suppliers who are experts in their fields will be available to discuss their products and services. These companies are:

CeWay: Offering global cosmetic regulatory and testing solutions

CTPA: Ensuring a science-based UK cosmetics regulatory framework which protects consumer safety, business continuity and international trade

Marber: A packaging management agency specialising in the beauty and luxury lifestyle industry.

Professional Beauty Group: Producing market-leading exhibitions, magazines, awards and conferences for the salon and spa market

Tenens: One of the UK's largest independently owned and operated logistics companies

[Click here](https://hbsa.co.uk/events) to book tickets or visit hbsa.co.uk/events

International 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
03/07/22	Professional Beauty Awards	UK	London	1	https://professionalbeauty.co.uk/
04/07/22	British Hairdressing Business Awards	UK	London	1	
10/07/22	Barberfest	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
10/07/22	Modern Barber Awards	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
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
21/08/22	Cosmo Beauty	Peru	Lima	2	https://feriacosmobeauty.com
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
05/09/22	Most Wanted Awards	UK	London	1	https://creativeheadmag.com/
06/09/22	Beauty Fair	Brazil	São Paulo	3	www.beautyfair.com.br
10/09/22	MCB	France	Paris	5	https://www.mcbbybeauteselection.com/en/home/
19/09/22	Professional Beauty Mumbai	India	Mumbai	2	https://professionalbeauty.in
24/09/22	Aesthetic Medicine North	UK	Manchester	1	
28/09/22	Cosme Tech	Japan	Osaka	3	https://www.cosme-week.jp
28/09/22	Cosmobeaute	Maylasia	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	https://beautyworld-japan-osaka.jp.messefrankfurt.com/osaka/en.html#
26/10/22	Intercharm Professional	Russia	Moscow	3	http://www.intercharm.ru/en/
31/10/22	Beautyworld Middle East	UAE	Dubai	3	http://www.beautyworldme.com/frankfurt/51/for-exhibitors/welcome.aspx
03/11/22	Cosmobeaute	Indonesia	Jakarta	3	https://www.cosmobeauteasia.com/indonesia/
05/11/22	Aesthetic Medicine Ireland	Ireland	Dublin	1	https://aestheticmed.ie/site/home
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
07/11/22	Salon Smart Ireland	Ireland	Dublin	1	https://www.creativeheadmag.com/salonsmart/dublin-2022/
16/11/22	Cosmoprof Asia	Singapore	Singapore Expo	3	https://www.cosmoprof-asia.com/
20/11/22	Salon Beaute Selection	France	Lyon	2	http://www.beauteselection.com
28/11/22	British Hairdressing Awards	UK	London	1	
14/12/22	China Beauty Expo	China	Shanghai	3	http://en.chinabeautyexpo.com
20/02/23	Professional Beauty Dubai	UAE	Dubai	2	https://professionalbeauty.ae
05/03/23	IBS	USA	NY	3	www.ibsnewyork.com
05/03/23	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/
17/03/23	Cosmoprof (Cosmo Pack 16-18)	Italy	Bologna	4	www.cosmoprof.com
01/04/23	Top Hair	Germany	Dusseldorf	2	https://www.top-hair-international.com
15/04/23	America's Beauty Show	USA	Chicago	3	https://www.americasbeautyshow.com/pages/abs
21/05/23	Beauty UKHair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com
03/06/23	Premiere Orlando	USA	Florida	3	http://www.premiereorlandoshow.biz/

EU 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
03/07/22	Professional Beauty Awards	UK	London	1	https://professionalbeauty.co.uk/
04/07/22	British Hairdressing Business Awards	UK	London	1	
10/07/22	Barberfest	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
10/07/22	Modern Barber Awards	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
25/07/22	Professional Beauty North	UK	Manchester	2	
05/09/22	Most Wanted Awards	UK	London	1	https://creativeheadmag.com/
10/09/22	MCB	France	Paris	5	https://www.mcbbybeauteselection.com/en/home/
24/09/22	Aesthetic Medicine North	UK	Manchester	1	
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/
05/11/22	Aesthetic Medicine Ireland	Ireland	Dublin	1	https://aestheticmed.ie/site/home
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
07/11/22	Salon Smart Ireland	Ireland	Dublin	1	https://www.creativeheadmag.com/salonsmart/dublin-2022/
20/11/22	Salon Beaute Selection	France	Lyon	2	http://www.beauteselection.com
28/11/22	British Hairdressing Awards	UK	London	1	
05/03/23	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/
17/03/23	Cosmoprof (Cosmo Pack 16-18)	Italy	Bologna	4	www.cosmoprof.com
01/04/23	Top Hair	Germany	Dusseldorf	2	https://www.top-hair-international.com
21/05/23	Beauty UKHair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com

UK 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS	WEBSITE
03/07/22	Professional Beauty Awards	UK	London	1	https://professionalbeauty.co.uk/
04/07/22	British Hairdressing Business Awards	UK	London	1	
10/07/22	Barberfest	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
10/07/22	Modern Barber Awards	UK	Brighton	1	https://modernbarber.co.uk/events/barberfest-event/
25/07/22	Professional Beauty North	UK	Manchester	2	
05/09/22	Most Wanted Awards	UK	London	1	https://creativeheadmag.com/
24/09/22	Aesthetic Medicine North	UK	Manchester	1	
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	
28/11/22	British Hairdressing Awards	UK	London	1	
05/03/23	Professional Beauty London	UK	London	2	https://professionalbeauty.co.uk/
21/05/23	Beauty UKHair/Barber UK	UK	Coventry	2	http://www.beautyukshow.com

