



Supporting the Hair
and Beauty Industry

EXHIBITIONS AND EVENTS REPORT

December 2022

I very much regret that I am unable to be with you for our Christmas meeting and dinner. Other commitments and flight times rendered this impossible.

I hope Martyn Wady will be able to present at the meeting.

I am pleased that we have so much to report indicating once again a general return to normal.

A very Merry Christmas and a Happy New Year to all our readers.

Dr John F Rainey MBE



Salon International

Excel London

8th October -10th October 2022

Salon International was the first exhibition I attended with Denman, and the first exhibition I have been involved in as a staff member. The exhibition lasted 3 days (8th-10th Oct) and involved networking, selling, and promoting Denman. As the 'newbie' I had no idea what to expect walking into the exhibition centre, however the hustle and bustle in the weeks leading up to the event assured me that it would be a hectic 3 days and it was important to make a good impression as I understood the vast amount of time and effort put in by the team to pull it all off.



I had 2 main roles during the weekend, the first being a sales assistant. This role came naturally to me due to my previous experience in retail, I spoke to customers, guided them around the stand, shared my knowledge to help them choose the right brushes for their hair goal & hair type and processed their orders. This not only helped the customer pick the right products but reiterated the functionality of our products for me, ensuring I was up to scratch on the various product profiles.

Secondly, I assisted on the Denman photobooth which was loved by the exhibition attendees. The photobooth was the focal point of our stand, attracting large numbers to pose alongside our giant D3 brush prop. I assisted by inviting people to get in the photobooth, taking their pictures and

promoting the Denman social channels by prompting them to post their photos on Instagram and tag us to receive a free Denman mini D3 keyring. We saw hundreds of photos on our socials over the 3 days and gained followers on both our Denman Brush and DenmanPro Instagram accounts.



Our stand was a tower shape with 4 surrounding images highlighting different aspects of the business. One being our new D94L Tangle Tamer All-Star, the second an image from Plastic Bank representing our CSR pledge, thirdly two model images with hair styled by brand ambassadors Mike Taylor and Georgia Bell and lastly, a product shot of the D90L Hidden Leopard, showcasing one of our many new Denman Deluxe prints. Denman's tower stood out due to its height, drawing attention from all corners of the centre as it peered over the surrounding stands.



Among some of the amazing stands I saw, one stood out above the rest, this was the Moroccan Oil stand. Moroccan Oil created a runway themed stand sporting a bright blue background to match their brand colours. The blue was instantly eye-catching and drew large crowds. Throughout the weekend they had various models and live demos on the runway focusing on how their ranges make an impact on everyday wear. Moroccan Oil were giving out large tie-dye tote bags with any purchase and handed some out for free which was a big attention grabber.



Secondly, Crazy Color had a very bright and colourful stand that really stood out against others due to its vibrancy. This was great to go alongside with their aim of making people stand out with their brightly coloured hair. They had colourists demonstrating their hair dye process live and had ring lights encouraging people to take selfies with them. This was a great way to attract people to take photos with their products to boost their social media presence.



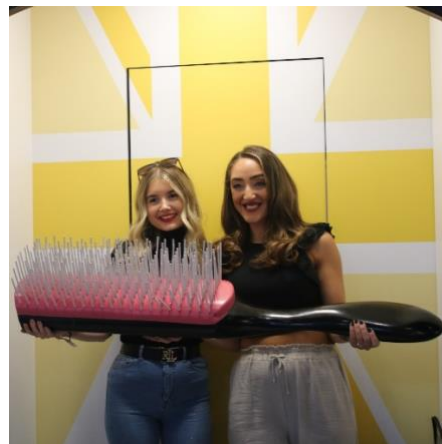
Emma Hobson, Denman International

Salon International was an event full of energetic selling, meeting new contacts from other brands, team bonding and plenty of food and drink in the evenings for celebration. The show was full of amazing brands showcasing their products and their hairdressers' impressive skills and hard work. Denman Hosted a number of events including the College Prosecco Meet and Greet, Denman Stage Star with finalists Eric Wright, Emma Dixon, Kirsty Innes and Tia Gentles, who took the title of Denman Global Stage Star Winner 2022.

This year Denman International had a huge tower displaying a new and iconic product on each side with products surrounding the front of the stand for sale. This year, we showcased our new Denman Deluxe ranges with the new D90L Hidden Leopard launching that weekend!

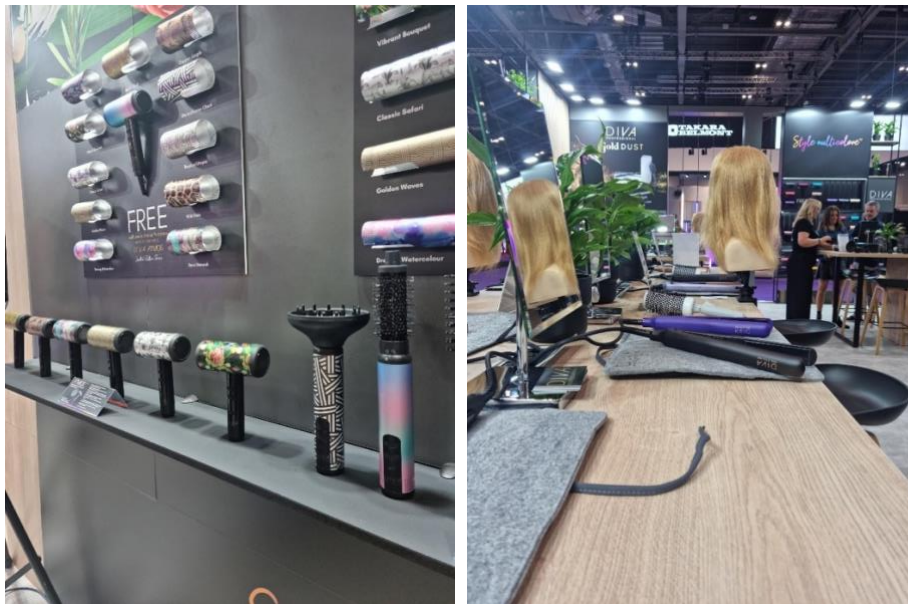


The Crazy Colour team strutted three bright and colourful models, styled by Artifact salons, around the exhibition hall and stopped at our stand for some fabulous photos in our brush packaging photobooth, where they posed with our massive D3 prop. The crowd that gathered was huge! The booth got so much attention from this that when the models left, a large queue had formed of excited, smiling faces waiting to get their turn posing with our D3.



Among the many impressive stands, Diva stood out with their led light walls, beauty bar for testing electrical tools and impressive display of their pattern products. This was a great way of getting

interaction with customers with a try before you buy approach. They had model heads on the tables for demonstrations and customers testing the products for various uses and the Denman Team even had a go testing multiple curlers and straighteners.



Moroccan Oil was a definite winner who stole the show with their blue tie-dye bags on everyone's shoulders. The Moroccan Oil stand and counter were positioned perfectly at the entrance of the show. They hosted numerous events on their stage including their colour pallet show on how they styled these models and how to add colour in your wardrobe that is complementary to your skin tone.



Caitlyn Dunlop, Denman International

Crazy Color exhibited their vast range of semi-permanent colours as well as supporting care product lines at Salon International 2022. Visitors to the stand got to experience the wide range of products firsthand and also learn colour application techniques from the expert team of Crazy Color Ambassadors.

Crazy Color Ambassadors performed live demonstrations throughout the weekend on the Crazy Color stand. Amber Letham created a money-piece tonal panel look using the shade Toxic UV mixed with Caution UV & Canary Yellow. Becky Sutherland created an avant-garde look on her model for the Salon International Colour stage using the full Crazy Color Power Pigment range and then she took to the Crazy Color stand stage to take part in a Hair Roulette challenge. Australian Brand Ambassador Holly Sharpe showcased various demonstrations on how to create Perfect Pastels over the weekend.



On Sunday at the HJ Main Stage, Crazy Color Global Brand Ambassador Sophia Hilton and her team from Not Another Salon drew the largest crowds of the weekend as they talked through tips on how your salon can make a profit using Crazy Color. After the show, the crowd followed Sophia and her team back to the Crazy Color stand where they gave out free bottles of best-selling colour Pinkissimo. Ambassadors Norman and Connor then answered questions on the Crazy Color looks they had created from the huge crowd that had amassed.



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



Lisa Keir, PBS Beauty



PROFESSIONAL BEAUTY NORTH - MANCHESTER CENTRAL

After a three-year Covid hiatus, Professional Beauty North returned to Manchester Central and brands on the show floor included CACI, 3D Lipo, Image, Dibi Milano, Ink London, Nails by Annabel and Phorest. The show was visited by 9,883 beauty and aesthetic professionals who spent two days learning, networking, competing and discovering the industry's latest launches and innovations in the Northern hub of the industry.

The event took place alongside Aesthetic Medicine North which attracts clinics and doctors with a free flow of visitors across both shows and a clinic-only conference.

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



PROFESSIONAL BEAUTY & HAIR IRELAND - RDS DUBLIN

The first beauty show to run in the country for almost three years, PB/HJ Ireland united the industries for the weekend with the inaugural PB/HJ Beauty, Hair and Spa Awards being held on the Sunday evening. 6,744 visitors were delighted to be back amongst the brands and education opportunities at the show's home in Dublin and working in partnership with Irish Beauty, this event is the only exhibition for the professional sector in Ireland in 2023 and beyond as the Professional Beauty Group will organise and run the show with Irish Beauty supporting.

The HJ Stage and Modern Barber Stage complemented the beauty education that ran throughout the two days and exhibitors included milk.shake, Reuzel, Meraki Nails, Upper Cut, Million Dollar Facial, Opatra and VTCT.

The Awards celebrated business and creative skills and sponsors included Murad, Schwarzkopf Professional, ghd, VTCT, Treatwell, Great Lengths and Cosmeditech. Sold out with 300 professionals in attendance, we will be moving to a new venue to meet demand.



SALON INTERNATIONAL – EXCEL LONDON

Three days dedicated to celebrating the professional hairdressing sector, and it was back bigger and better than ever. Salon International united the industry with inspiration and education across a long weekend highlighting the best of the profession. 29,798 hairdressers visited to meet the brands, see the latest products and innovations and learn from the UK's most inspirational talent.

TONI&GUY, Sassoon Professional, Mahogany and Patrick Cameron delighted audiences as they launched their new collections at Salon Live, and the HJ and Modern Barber stages were packed with the best educators offering in-show education to all visitors. A three-day Business Live Conference covered topics pertinent to salon owners and freelance stylists and give them advice and information to help them run their businesses more profitably and effectively.



The HJ Colour Stage introduced Colour Pods for the first time with Revlon Professional, Eleven Australia, Elgon and Uberliss taking space to show off their newest products, best talents and bright, new techniques. Each brand had its own pod together with an area in the Colour Lounge, access to wet prep, dry prep and stage time throughout the three days.

With hundreds of exhibitors taking to the exhibition floor, the show saw the return of firm favourites and exciting newcomers including Denman, Schwarzkopf Professional, Dyson, Moroccanoil, Salon Supplies. Wahl, Sassoon Academy, Procure, Toni&Guy, Hair Tools, Great Lengths, Diva Professional, Artero, Amika, Maria Nila, K18, Alfa Italia and Crazy Color.

Visitors from 72 countries and hundreds of international press and media representatives enjoyed reuniting with the industry and seeing the latest product launches, brand innovations, inspirational artists and global educators.

PROFESSIONAL BEAUTY LONDON – 5TH & 6TH March 2023 – ExCeL London

The UK's largest beauty exhibition, Professional Beauty London took its Spring dates back in 2022 spotlighting some 300 brands and welcomed 15,709 visitors back to ExCeL London.

The event includes the World Spa Wellness Convention as well as the International Manufacturers Forum welcoming distributors, suppliers and spa owners from all over the world. Following on from the success of 2022, the show will be divided into six zones each with a different focus.

The growing education programme is plentiful with Business & Digital Skills, Skin & Advanced Treatments and Trends and Techniques programmes running throughout the two days alongside Nail and Make-up Competitions and the Launchpad stage, which gives a platform to up-and-coming brands to shout about their newest innovations.



2023 Professional Beauty Group Events

2023		
UK & IRELAND		
5 March	Professional Beauty/WSW Awards	The Brewery, London
5-6 March	Professional Beauty London	ExCeL London
19 May	Aesthetic Medicine Awards	London
19-20 May	Aesthetic Medicine London	Olympia London
28-29 May	Professional Beauty & Hair Ireland	RDS Dublin
3 July	British Hairdressing Business Awards	Park Plaza Westminster Bridge
24-25 September	Professional Beauty North	Manchester Central
24- 25 September	Aesthetic Medicine thNorth	Manchester Central
14–16 October	Salon International	ExCeL London
11 November	Aesthetic Medicine Ireland	RDS Dublin
12 November	PB/HJ Ireland Awards	InterContinental Dublin
27 November	British Hairdressing Awards	Grosvenor House Hotel, London
INTERNATIONAL		
20–21 February	Professional Beauty GCC	Festival Arena, Dubai
3-4 July	Professional Beauty Delhi	Pragati Maidan, New Delhi
3-4 September	Professional Beauty & Salon International	Gallagher Convention Centre JHB
2-3 October	Professional Beauty Mumbai	Bombay Exhibition Centre, NESCO, Mumbai



Beautyworld Middle East

World Trade Centre, Dubai, UAE, 31 October - 02 November 2022

Marking the unofficial end to covid, Beautyworld Middle East was a return to normality for the Arabic world's beauty industry. A long-term regular on the international trade fair circuit, BWME had suffered like most trade shows during the pandemic and 2022 marked a strong albeit tentative return.

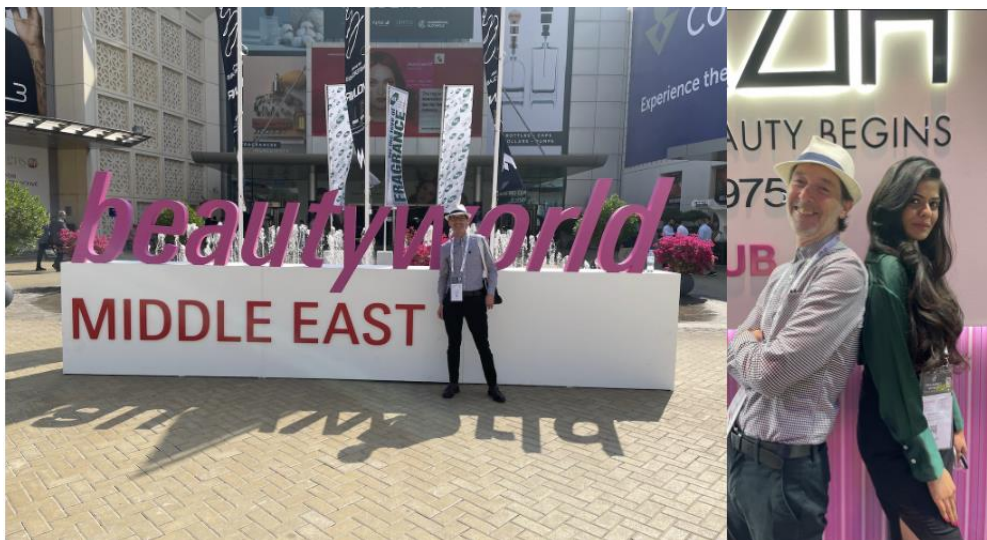
Like all Beautyworld exhibitions, the Middle East show is a combination of everything hair and beauty related with all areas of the market represented. There is also a fair number of retail brands mixed in with the professional lines which makes it feel messy in comparison to European shows. This, however, is probably a fairer representation of the Middle Eastern beauty trade industry where importers and distributors tend to look after a much wider range of products and brands.



It's a pretty large show over a number of inter-joining halls with around 891 exhibiting companies from 53 countries. Of these the largest contingent (probably around half) is perfume suppliers and manufacturers with one entire hall dedicated to this business. Beauty makes up the second largest sector with hair the smallest section. Throughout the whole show there weren't many recognisable international brands, and it was hard to know if this was normal or a hangover from covid. While comparatively small and with few recognisable brands, the hairdressing section was exceedingly busy with a lot of on new products and stage demos for visitors.



The 31,000 visitors to the exhibition only really had one main stage to watch live presentations and this was in the hairdressing area. Sponsored by Denman's partner in the region, Nazih Group, the 'Front Row' stage was around the same size as the HJ stage at salon. Over the three days of the show the stage hosted a wide range of barbering, hair and some beauty shows including presentations by GHD and Paul Mitchel.



Cultural differences make trading in the Middle East beauty market quite unique in how companies operate and the approach to customers and understanding both is crucial to success in the region. With visitors mainly from neighbouring Middle Eastern countries, anyone looking to expand or grow in the region, Beautyworld Middle East is worth a visit, if only to get a measure of the market. It's also worth noting that there are many quality products and brands from a number of Arabic countries that have sales opportunities in other markets. While BWME was the first, with the end of covid travel restrictions, the good news is other regional shows will likely re-start offering more opportunities to trade with the region.

Martyn Wady, Denman International

25TH edition
COSMOPROF
ASIA HONG KONG
亞太區美容展

Cosmoprof Asia

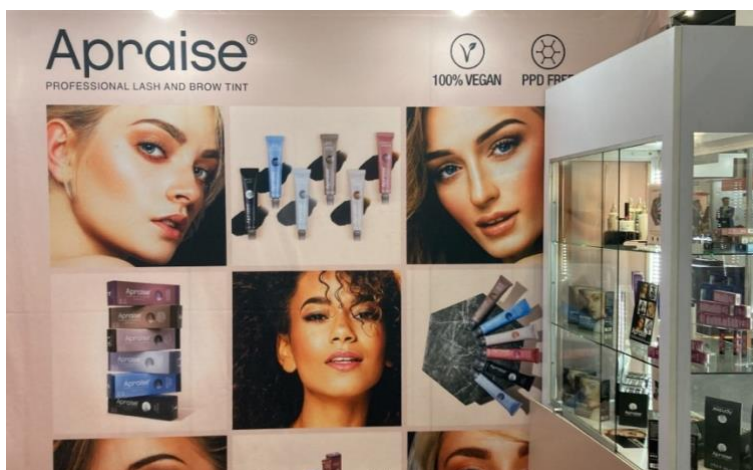
Singapore Expo, 16 November - 18 November 2022

PBS exhibiting at Cosmoprof Asia

Cosmoprof Asia relocated from Hong Kong to Singapore as a special edition for 2022 which took place on 16th – 18th November. 1,202 exhibitors from 46 countries and regions gathered at the Singapore show and over 20,000 people attended from 103 countries and regions.

Professional Beauty Systems exhibited and showcased OSMO, Crazy Color and the newly launched Apraise vegan-friendly and PPD-free collection of eyelash and eyebrow tints which includes their 5 classic shades, as well as a brand-new shade, Chestnut.

This was the first time that the Asia exhibition had brought the industry together and run face-to-face for three years. In 2023 Cosmoprof Asia will return to its home turf of Hong Kong from 14-17th November 2023.



Lisa Keir, PBS Beauty



Olympia Beauty will return Sun 1 & Mon 2 October 2023!

Autumn's biggest beauty event, [Olympia Beauty](#) will be celebrating its 19th year on Sunday 1st and Monday 2nd October 2023 at Olympia London. The show attracts hundreds of exhibiting brands and thousands of visiting beauty professionals every year!

This two-day event offers salon, spa and beauty business owners, professionals and students the unique opportunity to engage with the best in the industry, network with and meet like-minded professionals across all beauty sectors and learn from panels of industry leaders.

Alongside exhibiting brands, the event will see the return of Nailympia London, the world's biggest nail competition, attracting professional nail artists of all levels globally. The National Massage Championship, the UK's only competition for qualified massage therapists and supported by the International Massage Association, will also return, celebrating its fifth year at the show.

Get in touch!

HBSA Members receive an exclusive 5% discount on stand space at the show for 2023 – simply email info@olympiabeauty.co.uk with your enquiry.

We look forward to seeing you in 2023 and wish you all a very happy Christmas and a wonderful new year!

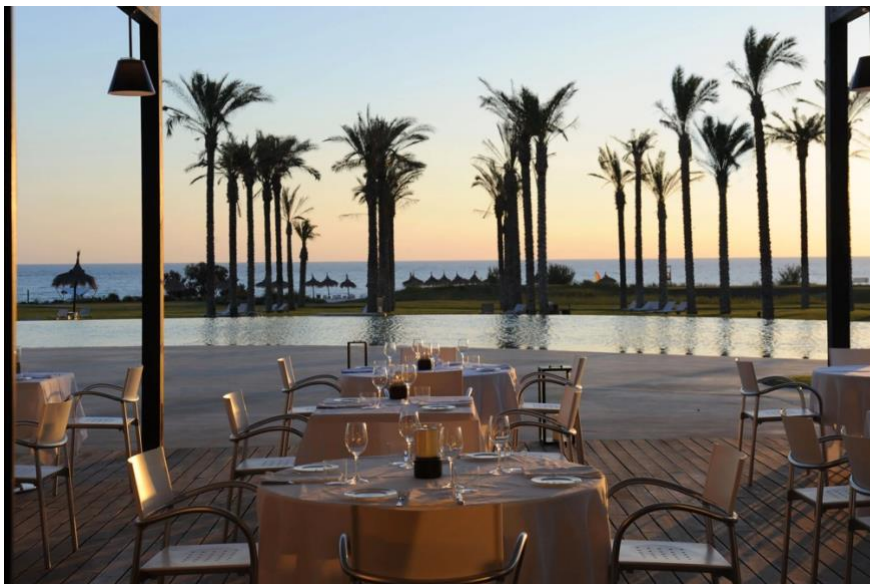
Go to www.olympiabeauty.co.uk to find out more #loveolympiabeauty

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

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

2023 AGM WEEKEND 19-21st MAY, VERDURA RESORT, SICILY

The HBSA's 95th Annual General Meeting weekend will be held at the magnificent Verdura Resort in Sicily. Set in 230 hectares of sun-kissed Mediterranean coastline, the resort is bigger than Monte Carlo!



The Verdura Resort is an 'oasis'. It is a centre of wellbeing, escapism and indulgence set against a backdrop of charming Sicilian villages, ancient Greek and Roman sites and the beautiful, blue Mediterranean Sea. The hotel complex is set within olive trees, orange groves and a huge stretch of white-sand beaches.

With over 80 people booked already, if you would like to reserve your place(s) please contact the HBSA as soon as possible as the hotel is nearing capacity.

There are plenty of activities including tennis courts, water sports and a championship golf course. There are infinity pools, thalassotherapy (therapy pools) and free use of the Rocco Forte Spa which is the largest in Europe. Kindly note that treatments will cost extra. Bicycles are free to use, and buggies are also on hand to transfer guests around the resort.

Fine dining is offered throughout, with locally grown organic ingredients at the heart of every dish. Meals can be enjoyed with a bottle of the world-famous local wine.

All bedrooms face the sea and are beautifully appointed. Standard rooms are very well equipped, and the views are stunning. There are opportunities to upgrade your accommodation should you wish.

The Verdura Resort is a little over an hour from Palermo airport. The hotel offers transfers for groups of 6, so the intention is to co-ordinate flight arrivals and organise joint transfers.

To book your place(s) or for further information, please contact the HBSA: info@thehbsa.co.uk



Draft Itinerary

Friday 19th May 2023

TBC Council Meeting (Council Members only)

19.00 Drinks reception

20.00 Dinner at Verdura

Saturday 20th May 2023

09.30am HBSA Annual General Meeting. All member companies' welcome.

10.00am Guest speaker TBC

12.00pm Lunch at the hotel restaurant

19.00pm Drinks reception

20.00pm Dinner at Verdura

Sunday 21st May 2023

11.00am Check out

The cost for the weekend will be £890 + VAT for a single occupancy room and £1,230 + VAT for double/twin occupancy (N.B. rates may vary slightly depending on current room rates).

The hotel has agreed to hold room rates for 3 days before and 3 days after the AGM weekend, should anyone wish to arrive earlier or depart later. There are also options for upgrading your room should you wish.

International 2021 Exhibitions Calendar

DATE	EVENT	COUNTRY	CITY	DAYS
20/11/22	Salon Beaute Selection	France	Lyon	2
24/11/22	China Beauty Expo	China	Shanghai	3
28/11/22	British Hairdressing Awards	UK	London	1
14/12/22	China Beauty Expo	China	Shanghai	3
21/12/22	Professional Beauty India	India	Ludhiana	2
26/12/22	Beijing International Beauty Expo	China	Beijing	3
22/01/23	Original Midwest Tradeshow (Barbering)	USA	Chicago	1
27/01/23	ISSE Long Beach	USA	California	3
06/02/23	Beauty World Japan Fukuoka	Japan	Fukuoka	2
20/02/23	Professional Beauty Dubai	UAE	Dubai	2
22/02/23	Beijing International Beauty Expo	China	Beijing	3
27/02/23	Professional Beauty Bangalore	India	Bangalore	2
05/03/23	Professional Beauty & Salon Int	South Africa	Cape Town	2
05/03/23	World Spa and Wellness Awards	UK	London	1
05/03/23	IBS	USA	NY	3
05/03/23	Professional Beauty London	UK	London	2
16/03/23	Cosmopack	Italy	Bologna	3
17/03/23	Cosmoprof	Italy	Bologna	4
20/03/23	Salon Smart	UK	London	1
28/03/23	Hair Brazil	Brazil	Sao Paulo	4
30/03/23	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Monaco		3
01/04/23	Top Hair	Germany	Dusseldorf	2

10/04/23	Professional Beauty Kolkata	India	Kolkata	2
15/04/23	America's Beauty Show	USA	Chicago	3
16/04/23	Scottish Hair & Beauty	UK	Glasgow	2
23/04/23	Barber Society Live	Netherlands	Amsterdam	1
15/05/23	Beauty World Japan Tokyo	Japan	Tokyo	3
19/05/23	Aesthetic Medicine London	UK	London	2
19/05/23	Aesthetic Medicine Awards	UK	London	1
28/05/23	Professional Beauty & Hair Ireland	Ireland	Dublin	2
03/06/23	Premiere Orlando	USA	Florida	3
04/06/23	Beauty UKHair/Barber UK	UK	Coventry	2
11/06/23	Barber Connect	UK	Telford	2
11/06/23	Hair X Perience	Netherlands	Gorinchem	2
15/06/23	Beauty Eurasia	Turkey	Istanbul	3
22/06/23	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Brazil	Sao Paulo	3
02/07/23	Spa Life	UK	Cotswolds	3
02/07/23	Cosmo Beauty	Peru	Lima	2
03/07/23	Professional Beauty Delhi	India	Delhi	2
03/07/23	British Hairdressing Business Awards	UK	London	1
11/07/23	Cosmoprof North America	USA	Las Vegas	3
26/07/23	South China Beauty Expo	China	Shenzhen	3
27/07/23	Cosmobeaute	Vietnam	Ho Chi Minh City	3
03/08/23	Indobeauty Expo	Indonesia	Jakarta	3
26/08/23	Beauty Expo Australia	Australia	Sydney	2
03/09/23	Professional Beauty Expo	South Africa	Johannesburg	2
09/09/23	Beauty Fair	Brazil	São Paulo	3
09/09/23	MCB	France	Paris	5

27/09/23	Cosmobeaute	Maylasia	Kuala Lumpur	3
27/09/23	Beauty Istanbul	Turkey	Istanbul	3
01/10/23	Olympia Beauty Show	UK	Olympia, London	2
02/10/23	Professional Beauty Mumbai	India	Mumbai	2
03/10/23	China Beauty Expo	China	Guangzhou,	3
12/10/23	Cosmobeaute	Indonisia	Jakarta	3
14/10/23	Salon International	UK	London	3
20/10/23	Salon Look	Spain	Madrid	3
22/10/23	Expo Beuaty Show	Mexico	Mexico City	2
24/10/23	Professional Beauty North	UK	Manchester	2
24/10/23	Aesthetic Medicine North	UK	Manchester	2
25/10/23	Intercharm Professional	Russia	Moscow	3
30/10/23	Beautyworld Middle East	UAE	Dubai	3
11/11/23	Aesthetic Medicine Ireland	Ireland	Dublin	1
12/11/23	PB/HJ Ireland Awards	Ireland	Dublin	1
27/11/23	British Hairdressing Awards	UK	London	1

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09/09/23	MCB	France	Paris	5
01/10/23	Olympia Beauty Show	UK	Olympia, London	2
14/10/23	Salon International	UK	London	3

20/10/23	Salon Look	Spain	Madrid	3
24/10/23	Professional Beauty North	UK	Manchester	2
24/10/23	Aesthetic Medicine North	UK	Manchester	2
11/11/23	Aesthetic Medicine Ireland	Ireland	Dublin	1
12/11/23	PB/HJ Ireland Awards	Ireland	Dublin	1
27/11/23	British Hairdressing Awards	UK	London	1

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05/03/23	Professional Beauty London	UK	London	2
20/03/23	Salon Smart	UK	London	1
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