



EXHIBITIONS REPORT JULY 2023

Even though there is no summer HBSA Council Meeting this year we have decided to publish our Exhibitions Report as usual and would ask you to circulate this widely within your organisation.

With excitement building to celebrate the 50th Anniversary of Salon International I start this issue with reminiscences from myself and my sister Brenda.

We would love to hear from other members with memories from the past for inclusion in the next issue.

Once again we are grateful for reports from our regular contributors and our most recent appointment at Denman Inc., Lillian Rao, who writes as a newcomer to Cosmoprof Las Vegas.

Dr John Rainey MBE



This year we celebrate the 50th Anniversary of Salon. It is likely that Denman are the only company who have exhibited at every Salon and I suppose I am the only person who has attended every exhibition, with the exception of the Covid years.

In my opinion, Salon is the most important hairdressing exhibition with the UK leading the world in creativity, and stylists from around the world flocking to London to see the latest trends.

The first Salon took place shortly after we acquired the Denman brand and I have fond memories of an intimate gathering in the basement of the Royal Lancaster Hotel. Stands were basic but demonstrations were professional with Denman fortunate to have Peter Collinge on stage. Selling product from the stand was prohibited but those naughty people from Denman defied the rules and this never happened again.

I feel that I have lived through the history of hairdressing as we know it. I have seen the industry develop in professionalism, sophistication and creativity. We are pleased that we have been able to contribute in our own small way to this success story.

Salon quickly outgrew the Royal Lancaster Hotel and moved to Earls Court and then to Wembley. As we continued to grow I think we returned to a redeveloped Earls Court before moving to our home at Excel.

We were fortunate to attract leading stylists of the time to perform on stage for us. Following Peter Collinge we had Joshua Galvin, Andrew Collinge, Paul Stafford and Guy Kramer.

In the 1980's I joined the HMWA now the HBSA and Norman Bloomfield and I started to publish the Exhibitions Report which has grown from humble beginnings to a multi page

colour publication which keeps our members up to date with what is happening in the UK and around the world.

What has changed over the years? Where to start? The stands and the way companies present and promote themselves. No more tables with a cloth thrown over the top! The use of IT, audio visual displays. The standard of education was always professional but is better presented. On stage demonstrations. So many new ways to catch the eye and attract attention. Of course its all a bit noisy now for me.

It was great to see Salon bounce back from Covid last year.

In these days of anonymity in business, I believe personal contact is increasingly important and Salon provides a business and social experience.

I look forward to helping to celebrate the 50th Anniversary with everyone this year.

Dr John Rainey MBE

My first experience of Salon Internaional was in 1973. It was in the Royal Lancaster Hotel and in those days it was held in the summer. London was buzzing. The weather was hot and I'd just left school. We had been the custodians of the Denman brand for just over a year and the world of professional hairdressing was very new to us and very exciting.

We set up our tables with white cloths, literature, posters and brushes and waited.

The crowds came and we sold our products and promoted the Denman brand to a eager and receptive audience of Salon owners, Educators and Hairdressers at all levels of their profession. One of the first revelations was that we needed bags so that the customers could carry away their brushes. I don't think we realised that they would buy so many brushes! In later years a number of visitors from abroad actually brought suitcases to carry away their purchases.

The show outgrew The Royal Lancaster and moved to Earls Court. The stands became so much more sophisticated. Educational demonstrations, lighting, music and displays were added. Saturday trade days were reasonably manageable, Sunday was very busy with Salon owners from all over the world and Monday was manic as coach load after couch load of students came streaming through the doors! The education financial cutbacks saw a great reduction in the number of students over the years and, although it made it easier for those of us working on the stands, I always felt it was a shame that so many young stylists of the future were deprived of the Salon International experience.

As a Northern Ireland company, the effort and cost of exhibiting at Salon was always going to be a major commitment for us. Yes, the team come back exhausted each year but, at the same time reenergised! We make sure that new recruits to our own team are included in the group working at Salon. There is no better experience for them than to be among those

who are at the top of the Hairdressing profession and meeting those who are just starting out.

Although I no longer attend I look back on the Salon International as the event of the year for Denman in the Professional Hairdressing Calendar.

Brenda Robinson

Denman International Ltd

Hair Expo – Sydney Australia

11th-12th June 2023

The Australian hair show and media industry has struggled to recover from the pandemic. Much of this is due to the fragmented split of awards and shows by rival organisations. Part of the Hair Festival and bolted on to Mocha Group's AHIA's (Australian Hairdressing Industry Awards), Hair Expo is a pretty basic and not overly well supported trade show. Held in the Carriageworks – and old Victorian train depot – the show was an open bare floor set up with simple shell scheme stands that were pretty much exclusively domestic unknown brands.



A separate hall had a stage area which ran a programme of education classes and competitions. Seating around 300 the education covered a range of topics and seemed to be of good quality and popular. The competitions were a bit hit and miss however with some categories having few entrants.



Hair Expo used to be a destination event and one on the calendar of international trade shows. This is no longer the case. In truth, it may be suffering from the covid hangover and with some investment and re-focussing could again be an event to consider for international brands. Of course, for people in town to attend the awards, it was worth a visit and if you took your time, there was enough to see to just about fill most of a day. The lack of leading brands however was a sign that Hair Expo has yet to make its return as major annual event.

Martyn Wady

Denman International

Cosmoprof North America 2023 Las Vegas

11th – 13th July 2023

Crazy Color and Apraise exhibited at CPNA (the leading business-to-business (B2B) beauty exhibition in America) in Las Vegas in early July as part of a PBS group stand. The show

attendance grew 20% since last year, welcoming thousands of retailers, distributors, investors, and media and more than 1,100 exhibiting beauty brands, all brought together to learn about exciting product launches and industry trends, build their business networks and strengthen collaboration opportunities. The show was a great success to reinvigorate brand awareness of Crazy Color in the US, re-engaging with existing customers and introducing the brand to new potential partners. This was also an opportunity to introduce the new Apraise retail range to the market which was well received by retailers and distributors alike and has generated some excitement ahead of the launch. The date has already been set for next year as Cosmoprof Las Vegas heads back to Mandalay Bay 23rd – 25th July 2024.

The Great British Barber Bash Edinburgh 2023

Another sell-out event for OSMO as main sponsor of The Great British Barber Bash. This time, Edinburgh's O2 Academy was the venue of choice with over 400 barbers from around the country attending. Hosted by OSMO brand ambassador, Ollie Foster, anything went in terms of cuts on stage, with everything from vivids to patterns, curls and hair pieces, hair transplants and curls being showcased. Next stop Liverpool in September. The next event will take place at Content in Liverpool on Sunday 10th September with live demonstrations from over 100 barbers from across the UK & Ireland, hosted by OSMO brand ambassador Ollie Foster.

Gerard Gavan

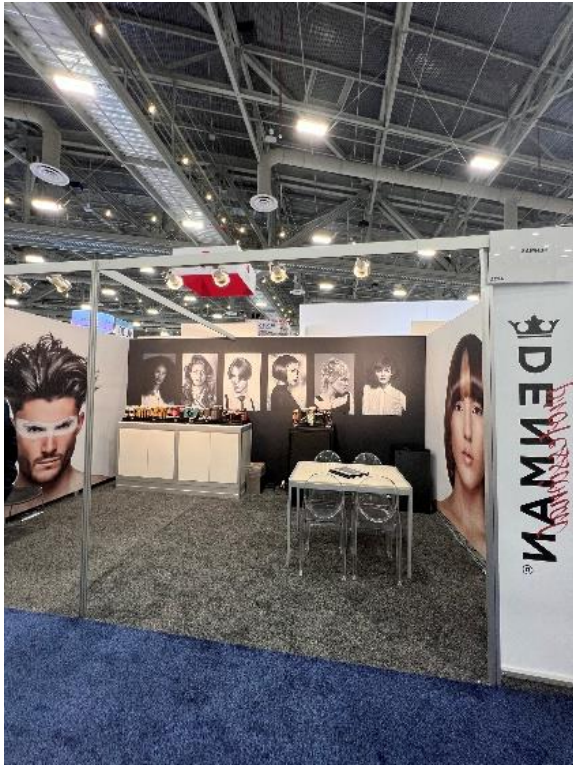
Professional Beauty Supplies

Cosmoprof North America 2023 Las Vegas

11th – 13th July 2023

Location: Las Vegas Convention Centre

A leading business to business beauty exhibition, Cosmoprof Las Vegas 2023 has exhibitors representing a wide variety of brands ranging from make-up and perfumes to barbering and hair products. The show is organized into categories, with mostly hair brands being on one side of the building and makeup being on the other. The show had a diversity of bespoke custom built and shell scheme booths and being B2B, most were smallish formal booths for meetings, though there were a few that had more extravagant booths; and being Vegas, some even had showgirls! Denman again focused on our professional brand image for 2023 showing our range of products from the professional market.



First impressions of the exhibition proved that the primary purpose of the show was to have personal meetings with distributors, but the space allowed for people to walk around and interact with other brands. The hair care section was particularly social and was flooded with talk of collaborations or even just hair advice and information on the upcoming trends of the year. This provided not only excellent insight into the business but the beauty world as a whole.



There was a good range of visitors from all over the world, although predominantly the US and South America. There were again visitors and exhibitors from China which was good to see as they have been missing from US events since the pandemic.

It was good to get a global perspective on current and upcoming beauty trends, but there was no individual standout product or trend of note. As is the way with CPNA many of the major brands choose to take annex rooms outside the main area, so while brands like Babyliss were at the show, they were missing from the main arena. In addition, there was a noticeable absence of some leading brands, which have yet to return post-pandemic.

The focus for the convention is primarily business meetings and for this it was of value. Our schedule wasn't overly busy, and the attendance felt low, compared to previous years. That said the distributor meetings and new connections we had were good quality so all in all it was worthwhile. There was a lot of interest in collaborating and promoting new products, so it felt that there was a hunger to re-vitalizes the hair industry that has felt stagnant recently. There was a special interest in our Jack Dean men's line as there were few companies promoting men's tools and this sector seems to be gaining popularity at present.



Next year Cosmoprof North America will return to its former home at the Mandalay Bay Hotel, which many exhibitors and visitors are pleased to hear as the convention centre in not overly convenient.

Global visitors are a lot lower and you don't get the same number of brands as Bologna however, and it's not cheap! But for anyone looking to meet or establish contact with US distributors, CPNA is still a worthwhile visit and next year, returning to its old venue, should be an additional improvement.

Lillian Rao

Denman International



theHBSAbeauty
CONFERENCE

19th September 2023

The Magic Circle Theatre, Central London

A one-day conference for suppliers, manufacturers, and distributors to the
professional beauty industry

For the second year running, we are pleased to announce a fantastic line-up of speakers at this year's HBSA Beauty Conference. Tickets available here:

<https://buytickets.at/hbsa/967267>

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 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.

Speakers

ORIELE FRANK



As one of the Elemis co-founders, Oriele thrives on pushing boundaries and driving the brand forward. As a Board Director, her focus is on elevating sustainability and CSR strategies for the brand globally.

DANNY GRAY



The founder of Warpaint for Men, the first men's brand to break down stigma and offer confidence for those needing support. Latterly, Danny is the man behind the pioneering mental health platform JAAQ (Just ask a Question)

ABI SELBY



The founder of Spa Breaks which sends 12,000 people on spa days and breaks each week whilst focussing on improving the quality, professionalism, training, and inclusiveness within the spa trade.

TRACEY STAPLETON



Tracey is experienced in working on both major brands and developing businesses. An expert in PR, influencer marketing, social media, and content provision, she is passionate about wellness solutions, Tracey's drive is to share her knowledge to the benefit of all.

Panel Session: Mental Health

Join our exclusive panel session on Mental Health Awareness in the Professional Beauty Industry. Gain insights from industry experts (including Danny Gray from JAAQ and Paul Gerrard from Happy Paul) as they shed light on the crucial importance of addressing mental health issues in the workplace. Don't miss this opportunity to foster a healthier and more supportive environment.

The Programme

Registrations start at 10.00am with the first speaker due on stage at 11.00am. In between our speaker and panel sessions we will have a lunch and refreshment break and will end the day at approximately 4.30pm with a refreshing drink.

Tickets

Tickets are only £55 + VAT for HBSA members and £85 + 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 (£170 + VAT) against a years' membership to the HBSA. 2024 yearly membership fee £400 + VAT.)

Tickets available here: <https://buytickets.at/hbsa/967267>

Industry Supplier Showcase

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

Venue

The Magic Circle, London

The home of the most famous magic society in the world. Situated next to Euston Station in London, the address is 12 Stephenson Way, Euston, London, NW1 2HD

Mike Patey

HBSA



SALON INTERNATIONAL – 14TH – 16TH October 2023, ExCeL London

Companies continue to confirm their attendance at Salon International as we push ahead with plans to ensure this is a celebration of hairdressing on a global stage. With inspirational education on exhibitor stands complemented by the four stages that HJ/Modern Barber are hosting, there will be a plethora of talent for visitors to look, listen and learn from and new product launches, colour innovations, tools, furniture and kit on display.

Ticket sales are currently tracking above 2019 and we are working with media partners across the world to ensure visitor awareness, as well as partnering with manufacturers/suppliers and distributors in the UK to ensure visibility for the event and the brands exhibiting. New brands signed include Olaplex, Yuv, Wahl, Yellow Professional, NXT and Takara Belmont.

We are planning a host of activity to celebrate our 50th anniversary and many HBSA members have been with us on the journey for many of those years, so if you have images, we would be delighted to receive them so we can share.

Exhibitors also have the benefit of ShowHub, our new online platform that allows you to showcase your products and brands to visitors pre-, during and post-show and enables you and your team to search and connect with those visitors you want to see at the show. Your teams will be able to scan all visitors (that have provided their demographic data) and upload it to your company profile for follow-up and this is also the portal that feeds into our cross-channel marketing campaign.

The Alternative Hair Show is co-locating at ExCeL London and the weekend will also celebrate the very best in barbering with the Modern Barber Awards at Omeara on the Sunday evening.

Olympia London has moved into the portfolio and will run alongside the show on the Sunday and Monday, with its salon owner VIPs having access to Salon International and exhibitors having access to both shows. Brands committed include OPI, 3D Aesthetics, Cosmeditech, Hara, OPI and Sculpt Pro Aesthetics.



PROFESSIONAL BEAUTY NORTH – 24th – 25th September - MANCHESTER CENTRAL

The Autumn beauty show returns to Manchester Central and visitor numbers are tracking significantly above last year with brands including Pure Skin, Treatwell, Lynton Lasers, Dermalogica, 3D Lipo, Hydrafacial, Gelish/Morgan Taylor, Guinot and Glitterbels confirmed. The event attracted 9,883 beauty professionals in 2022 and is co-located with Aesthetic Medicine North, and education will be offered via various stages on the show floor and competitions will run on both days. The ShowHub platform will also be available to exhibitors and visitors.

2024



PROFESSIONAL BEAUTY & HAIR – 21st & 22nd April – RDS, DUBLIN

The show has moved to its new Spring timeline avoiding the exam, confirmation season and holidays. Exhibitors confirmed include Glitterbels, Creative Academy, Opatra, Cosmeditech and Creative Academy with three live stages and a competition area featuring key speakers who will share ideas and inspiration.

PROFESSIONAL BEAUTY & HAIR GLASGOW – 9TH & 10TH June – SEC, Glasgow

Dedicated to the professional hair and beauty sectors in Scotland, for two days the SEC, Glasgow will showcase all things hair and beauty with Aesthetic Medicine running on Saturday, 8th June. Stages will cover hair and barbering and advanced treatments, and a Business Conference will run across the two days covering topics pertinent to the SME's in our sector. Exhibitors will also be able to utilise a meeting room for up to 50 people for two hours or a morning or afternoon to offer technical training, a product launch or college session.

Professional Beauty Group UK & International Events

2023		
UK & IRELAND		
24 - 25 September	Professional Beauty North	Manchester Central
24 - 25 September	Aesthetic Medicine North	Manchester Central
14 – 16 October	Salon International	ExCeL London
15 – 16 October	Olympia Beauty @ ExCeL	ExCeL London
11-Nov	Aesthetic Medicine Ireland	RDS Dublin
12-Nov	PB/HJ Ireland Awards	InterContinental Dublin
27-Nov	British Hairdressing Awards	Grosvenor House Hotel, London
2024		
13 th -14 th	Professional Beauty & World Spa & Wellness Awards	The Brewery, London
3 – 4 March	Professional Beauty London	ExCeL London
21 – 22 April	Professional Beauty & Hair Ireland	RDS Dublin
10-May	Aesthetic Medicine Awards	Royal Lancaster London
9 – 10 June	Professional Beauty & Hair Glasgow	SEC Glasgow
01-Jul	British Hairdressing Business Awards	Park Plaza Westminster Bridge
29 – 30 September	Professional Beauty North	Manchester Central
29 – 30 September	Aesthetic Medicine North	Manchester Central
12 – 14 October	Salon International	ExCeL London
13 – 14 October	Olympia Beauty @ ExCeL	ExCeL London
INTERNATIONAL		
2023		
3 - 4 September	Professional Beauty & Salon International	Gallagher Convention Centre JHB
2 - 3 October	Professional Beauty Mumbai	Bombay Exhibition Centre, NESCO, Mumbai

Jayne Lewis-Orr

Professional Beauty Group

DATE	EVENT	COUNTRY	CITY	DAYS
04/09/23	Most Wanted Awards	UK	London	1
24/09/23	Aesthetic Medicine North	UK	Manchester	2
24/09/23	Professional Beauty North	UK	Manchester	2
14/10/23	Salon International	UK	London	3
15/10/23	Olympia Beauty Show	UK	Excel London	2
15/10/23	Modern Barber Awards	UK	Brighton	1
27/11/23	British Hairdressing Awards	UK	London	1
03/03/24	Professional Beauty London	UK	London	2
03/03/24	World Spa and Wellness Awards	UK	London	1
18/03/24	Salon Smart	UK	London	1
21/04/24	Scottish Hair & Beauty	UK	Glasgow	2

DATE	EVENT	COUNTRY	CITY	DAYS
04/09/23	Most Wanted Awards	UK	London	1
09/09/23	MCB	France	Paris	5
24/09/23	Aesthetic Medicine North	UK	Manchester	2
24/09/23	Professional Beauty North	UK	Manchester	2
25/09/23	Beauty Business Day Lausanne	Switzerland	Lausanne	1
14/10/23	Salon International	UK	London	3
15/10/23	Olympia Beauty Show	UK	Excel London	2
15/10/23	Modern Barber Awards	UK	Brighton	1
04/11/23	Salon Look	Spain	Madrid	3
10/11/23	Aesthetic Medicine Ireland	Ireland	Dublin	1
12/11/23	PB/HJ Ireland Awards	Ireland	Dublin	1
26/11/23	Salon Beaute Selection	France	Lyon	2
26/11/23	Swiss Beauty Convention	Switzerland	Zurich	2
27/11/23	British Hairdressing Awards	UK	London	1
17/02/24	Cosmobeauty	Spain	Barcelona	3
03/03/24	Professional Beauty London	UK	London	2
03/03/24	World Spa and Wellness Awards	UK	London	1
18/03/24	Salon Smart	UK	London	1
21/03/24	Cosmopack	Italy	Bologna	3
23/03/24	Top Hair	Germany	Dusseldorf	2
06/04/24	Expo Beauty Show	Spain	Barcelona	3
21/04/24	Professional Beauty & Hair Ireland	Ireland	Dublin	1
21/04/24	Hair X Perience	Netherlands	Gorinchem	2
21/04/24	Scottish Hair & Beauty	UK	Glasgow	2
09/10/24	The Hair Project	Belgium	Belgium	2

DATE	EVENT	COUNTRY	CITY	DAYS
03/09/23	Professional Beauty Expo	South Africa	Johannesburg	2
04/09/23	Most Wanted Awards	UK	London	1
04/09/23	China Beauty Expo	China	Guangzhou,	3
09/09/23	Beauty Fair	Brazil	São Paulo	3
09/09/23	MCB	France	Paris	5
14/09/23	Cosmoprof CBE ASEAN	Thailand	Bangkok	3
24/09/23	Aesthetic Medicine North	UK	Manchester	2
24/09/23	Professional Beauty North	UK	Manchester	2
25/09/23	Beauty Business Day Lausanne	Switzerland	Lausanne	1
27/09/23	Beauty Istanbul	Turkey	Istanbul	3
27/09/23	Cosme Tech	Japan	Osaka	3
27/09/23	Cosmobeaute	Maylasia	Kuala Lumpur	3
02/10/23	Professional Beauty Mumbai	India	Mumbai	2
12/10/23	Cosmobeaute	Indonesia	Jakarta	3
14/10/23	Salon International	UK	London	3
15/10/23	Olympia Beauty Show	UK	Excel London	2
15/10/23	Modern Barber Awards	UK	Brighton	1
16/10/23	Beauty World Japan Osaka	Japan	Osaka	3
19/10/23	AMWC Latin America	Colombia	Medellin	3
20/10/23	AMWC (Aesthetic & Anti-Aging Medicine Congress)	China	Chegdu	3
22/10/23	Expo Beauty Show	Mexico	Mexico City	2
25/10/23	Intercharm Professional	Russia	Moscow	3
30/10/23	Beautyworld Middle East	UAE	Dubai	3
04/11/23	Salon Look	Spain	Madrid	3
10/11/23	Aesthetic Medicine Ireland	Ireland	Dublin	1
12/11/23	PB/HJ Ireland Awards	Ireland	Dublin	1
14/11/23	Cosmopack Asia	China	Hong Kong	3
15/11/23	Cosmoprof Asia	China	Hong Kong	3
18/11/23	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Japan	Kyoto	2
26/11/23	Salon Beaute Selection	France	Lyon	2
26/11/23	Swiss Beauty Convention	Switzerland	Zurich	2
27/11/23	British Hairdressing Awards	UK	London	1
17/01/24	Cosme Tech	Japan	Tokyo	3
23/01/24	Cosmoprof Miami	USA	Miami	3
04/02/24	PBA Anaheim	USA	California	2
05/02/24	Beauty World Japan Fukuoka	Japan	Fukuoka	2
17/02/24	Cosmobeauty	Spain	Barcelona	3
19/02/24	Professional Beauty Dubai	UAE	Dubai	2
03/03/24	IBS	USA	NY	3

03/03/24	Professional Beauty London	UK	London	2
03/03/24	World Spa and Wellness Awards	UK	London	1
03/03/24	China Beauty Expo	China	Guangzhou,	3
18/03/24	Salon Smart	UK	London	1
21/03/24	Cosmopack	Italy	Bologna	3
23/03/24	Hair Brazil	Brazil	Sao Paulo	4
23/03/24	Top Hair	Germany	Dusseldorf	2
27/03/24	Beijing International Beauty Expo	China	Beijing	3
06/04/24	Expo Beauty Show	Spain	Barcelona	3
20/04/24	America's Beauty Show	USA	Chicago	3
21/04/24	Professional Beauty & Hair Ireland	Ireland	Dublin	1
21/04/24	Scottish Hair & Beauty	UK	Glasgow	2
21/04/24	Hair X Perience	Netherlands	Gorinchem	2
13/05/24	Beauty World Japan Tokyo	Japan	Tokyo	3
22/05/24	China Beauty Expo	China	Shanghai	3
01/06/24	Premiere Orlando	USA	Florida	3
12/06/24	Beauty Eurasia	Turkey	Istanbul	3
20/06/24	AMWC (Aesthetic & Anti-Aging Medicine Congress)	Brazil	Sao Paulo	3
04/07/24	South China Beauty Expo	China	Shenzhen	3
23/07/24	Cosmoprof North America	USA	Las Vegas	3
24/08/24	Beauty Expo Australia	Australia	Sydney	2
09/10/24	The Hair Project	Belgium	Belgium	2