

## SNOWY TOUCH TO BEAUTY AT INTERCHARM-UKRAINE

The local people do not remember such a snowfall... Snow was falling and falling, but in spite of February blizzard thousands of Ukrainian and foreign visitors arrived at the first-rate event in the field of beauty industry of Ukraine – VIII International exhibition of perfumery and cosmetics InterCHARM-Ukraine 2010.

What made the army of beauty-lovers numbering 37 565 in spite of bad weather visit the event? The answer is qualitative exhibition and business communication, active non-stop master-classes, huge number of participants presenting novelties and hits of beauty industry, exciting championships and informative seminars.

At the exposition area of 16 300 sq.m there were presented 464 companies, 59 of them – foreign ones, whose participation reaffirms the international status of the event. The participants represented 15 world countries – Belarus, Bulgaria, France, Germany, Holland, Italy, Latvia, Moldova, Russia, South Korea, Sweden, Taiwan, Turkey, USA and Ukraine, of course. It is necessary to say that the total space of the exhibition grew by 4% in comparison with 2009.

Embracing all directions of beauty industry the exhibition was traditionally divided in subjects – the first pavilion presented cosmetics, perfumery, pharmaceutical cosmetic products, household goods, raw materials and packaging as well as foreign delegations; the second pavilion was devoted to hairdressing art, and the third one represented big exposition of salon products and services. This year the sections of the exhibition underwent some changes. Thus, the section of products for retail channels has decreased by 22%. The section of hairdressing art has grown by 35%, and the segments of cosmetology and nail industry have increased by 7%.

The main gain of business visitors was a considerable number of contracts, business acquaintances and contacts, as year by year traditional winter exhibition InterCHARM-Ukraine is “the cabinet for negotiations” for the beauty industry representatives. The exhibition became a distinctive bridge for our fellow citizens and inhabitants of Europe and Asia.

The separate type of visitors was buyers (purchasers). They arrived at the exhibition from all regions of the country owing to the buyers’ program conducted by the organizers of the event.

Every year the organizers of the exhibition keep track of changes that take place in the field of beauty industry. That’s why the company Estet decided to award the companies, which amend the market, with Golden Medals of InterCHARM-Ukraine 2010. The Golden Medals went to:

- Biosphere Corporation – for effective policy in the field of distribution of personal hygienic products was awarded.
- The company Dow Corning – for standing support of the Ukrainian producers in their urge towards innovations and development.
- L’Oreal Professionnel Ukraine – for active stand in formation of the Ukrainian professional market.
- The representatives the Dutch company Nails International – for innovative approach to building of Magnetic TM distribution network in Ukraine.
- Yuria Pharm Corporation – for high-professional approach to development and launch of the first Ukrainian preparation for injective cosmetology HYALUAL®.
- Holy Land – for achievements in educational activity in the field of applied aesthetics and for reliable cooperation.

The organizers of the exhibition did not forget to pay attention to training events and offered 20 professional programs for specialists of various directions:

- Salon business: risks and prospects
- SPA-Institute
- Beauty Salon Management
- International Conference On Applied Aesthetics
- Forum Of Massage Technologies
- YOU Professional Show
- Author's seminar by Yana Pavlidis – Image Of Private Client: From Diagnosis To The Recommendations
- Author's make-up seminar by L. Tarakanova
- Author's seminar by Michael Zisser – Psychology And Physiology Of Beauty
- XI International Forum Of Nail Industry Professionals
- Author's seminar by A. Dmitrienko – Distribution Of Professional Cosmetics
- III Pharma Beauty Conference
- Ukrainian Market Of Domestic Chemistry And Household Conference
- Internet-Commerce Of Perfumery And Cosmetics Market Conference
- VI International Conference Beauty TECH. Innovations In Production: Raw Materials And Technologies
- VI Qualifying Nail Art Championship Of Ukraine and Moldova – BeautyNails
- IX All-Ukrainian Competition Of Cosmetologists – Pearl Excellence
- V International Championship HAIR-EXTENSION-2010
- Open Ukrainian Championship On Hairdressing Art And Make-Up – Cup Of Kiev

From year to year InterCHARM-Ukraine has been a firing pad for the future year – a distinctive indicator keenly responding to the market perceptions. And just exactly during InterCHARM it is becoming clear what the coming year is going to be and what fruit it can yield to us. We truly hope that this year will be profitable and advantageous for all beauty market players!

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THE ORGANIZER OF INTERCHARM-UKRAINE 2010 – THE COMPANY ESTET