



InterCHARM-Ukraine 2012: a 7.7% growth of the number of exhibitors

The 11th International Perfumery and Cosmetics Exhibition **InterCHARM-Ukraine** has proved its status of the biggest professional event in the Ukrainian beauty industry. Beauty still remains a quite successful business: the number of the exhibition's participants has grown by 7.7% comparing to the last year, reaching 529 companies.

InterCHARM-Ukraine 2012 became the first event to be staged on a new site (International Exhibition Center) and by new international organizers. The organizing committee included BeautexCo Ltd, Ukraine and ITE Group Plc, United Kingdom. Estet Company has excelled in organization of a highly-diverse program of training and contest events.

Between 20 and 22 September 2012 in Kyiv the manufacturers and distributors from 20 countries presented everything for what is called the salon business: from professional cosmetics to special equipment. The 20 thousand sq.m exhibition also included perfumes, decorative and healing cosmetics, aromatherapy, biologically active supplements, baby care cosmetics, household chemicals, household products, and many others. The exhibition received 52 thousand visitors during the three days.

The broad professional topic of the 2012 exhibition included three new sections: **Baby CARE** (cosmetics, care and hygiene products for future moms and babies from the first days of life); **InterCHARM-TRADE** (equipment, technologies, and accessories for specialized stores and drugstores); **Franchising** in beauty industry.

These sections have supplemented the exhibition's traditionally broad professional topic:

- salon business: nail industry, hairdressing art, cosmetology, visage, medical tattooing, esthetic medicine, solariums and spas;
- retail: cosmetics, perfumes, decorative cosmetics, household chemicals, cosmeceutics, pharma beauty, maternity and baby products;
- product creation and sales technologies: InterCHARM-TRADE, InterCHARMpack, raw materials and packaging, contracted manufacture, comprehensive sales solutions.

The Gallery of Novelties presented the latest collections and new products from manufacturers and distributors from Austria, Bulgaria, Italy, United States, Switzerland, the Philippines, South Korea, and Ukraine. The visitors were offered innovative solutions that used coconut milk, bio-organics and essential oils, highland meltwater, arnica and verbena based on mesotherapy and bio-revitalization technologies.

The Trend Zone revealed secrets of the latest world trends in care and decorative cosmetics. It presented products of the future which very soon will make up the whole segments of the perfumery and cosmetics market. According to the **InterCHARM-Ukraine** organizers, the following five main trends will manifest themselves the most vividly in the 2012-2013 season:

- **no/free**: absence of harmful ingredients;
- **argania mania**: this season, argan oil becomes the key ingredient in cosmetics manufacture;
- **poly-functionality**: presence in products of several functional centers responsible for various tasks;
- **megapolisation** which includes three areas – Life Non Stop: mobility and activity, care of 'changed appearance', and City Life;
- **touch effect** (tactile perception of a product).

The InterCHARM-Ukraine 2012 Buyer Program created all conditions for the productive and comfortable work of the exhibition's participants and professional visitors. The program helped attract over 270 representatives of the largest drugstore chains and perfumery and cosmetics store chains, the country's biggest retailers, and private entrepreneurs from all regions of Ukraine and from Belarus and Israel.

Among the buyers were specialized perfumery and cosmetics chains (Watsons, Belaya Vorona, Charm, Real DLIA VAS, Bolshaya Stirka, Ya – Hospodynia), food retailers (Amstore, Astera, Eco Market, Vopack, cash&carry PACCO, Karavan, Mega Market), drugstore chains (Belaya Romashka (Fozzy Group), Watsons drugstores, Forta, First Khmelnytskyi City Drugstore, Alba Ukraine).

For the first time the exhibition featured a new service for participants and visitors: **MatchMaking**, an online meeting arrangement service. Over 130 meetings between exhibitors, buyers, and other visitors have been arranged at the exhibition under the MM and Buyer Programs.

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Effectiveness of the **Buyer Program** is proved by its results. In particular, the program helped Bara LLC (Zaporizhia), a Ukrainian manufacturer of phosphate-free detergents clinch a deal on the marketing of environmentally-friendly laundry detergents under the trademark of one of the nation's largest cosmetics chains, Watsons Ukraine.

Over 420 stylists have 'crossed' the scissors, files, and brushes in the **Kyiv Cup** held as part of Open Championship of Ukraine on Hairdressing Art, Nail Esthetics, and Make-Up, and in the **Beauty Nails** contest. The winners took their diplomas to the best beauty salons all over Ukraine and even to Belarus.

The **YOU Professional Show** featured master classes and bright performance from the living legends of hairdressing art and style: Viacheslav Diudenko, Aleksandr Kiriliuk, Alexei Denisov, Pierre Malicone, Irina Zaitseva, Marcus Shamim, and Alberto Gomez. During all three days the show went before the sellout crowd, receiving almost one thousand spectators in total.

25 conferences, master classes, lectures, forums, and educational events and 15 seminars and presentations from the participants provided an opportunity to boost potential of startup companies and improve professionalism of the beauty industry leaders. The salon business, applied esthetics, esthetic medicine, production innovations, household chemicals market, non-drug pharmaceutical market, massage technologies, injections and mesotherapy, professional make-up and style, management and marketing in beauty industry – this list of the program's topics is far from being exhaustive.

The exhibition also named winners of the **InterCHARM Triumph Award**, an independent contest rating of products from Ukrainian manufacturers. The 'Body spa care, chocolate with vanilla, anti-cellulite' from Beauty Alliance won in 'The Best Body Cream' nomination. According to consumer rating, Velta Ltd makes the best lip balm and the best body oil for children.

Six participants have received special awards in recognition of their merits to the Ukrainian beauty industry. 'The organizing committee traditionally awards gold medals to the companies which last year have, in our opinion, achieved important results, both for themselves and the beauty industry in general,' **Tatiana Fedorova**, Chairman of the InterCHARM-Ukraine 2012 Organizing Committee said.

- **Erudite** Creative & Production Studio received the gold medal 'For professionalism and implementation of the latest technologies in manufacture of high-quality tools for beauty industry professionals'.
- **Dark Blue Cosmetic** was awarded the gold medal 'For successful market launch of new products and ability to keep up with the times'.
- **Cosmomedpharm** with its brand CHI received the gold medal 'For active promotion of healthy hair care products'.
- **Ukrainian Medical Systems** Research & Production Enterprise received the gold medal 'For Caring for Consumers and High Level of Service in Equipment Supplies'.
- **Russo Chemi Dnipro** was also awarded the gold medal 'For stable and efficient cooperation with manufacturers in Ukraine'.
- **Styx Ukraine** received the gold medal of the InterCHARM-Ukraine Exhibition 'For leadership qualities and successful management'.

The exhibition has proved once again the effectiveness of direct communication in establishing contacts between domestic and foreign players of the beauty market. There, they received yet another opportunity to present new products, find partners, conduct negotiations, clinch profitable deals, and reach a new level of professional development.

Countries participating in the 2012 exhibition: Belarus, Bulgaria, China, India, Indonesia, Italy, Latvia, Lebanon, Luxembourg, Moldova, Netherlands, Pakistan, Poland, Russia, Sweden, Thailand, Turkey, Ukraine, United Kingdom, and United States.

Exhibition organizers: BeautexCo Ltd, Ukraine and ITE Group Plc, United Kingdom. Organizer of the business and educational program: Estet Company PJSC.