



— BEAUTY FAIR —

International Beauty Fair for Professionals

BF
20

BEAUTY
CAN GET
IT ALL

September 5 to 8
Expo Center Norte
São Paulo - SP - Brasil

BEAUTY FAIR
The Gateway for
Beauty Business **in Brazil**
and Latin America



BEAUTY FAIR

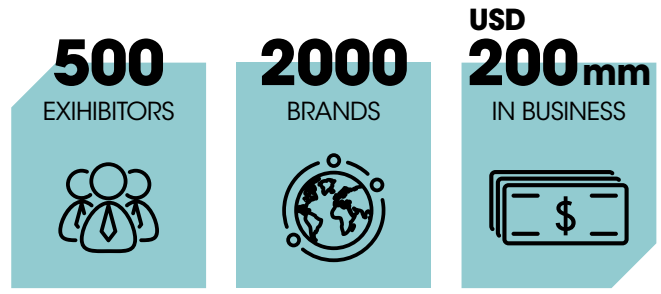
THE LARGEST PROFESSIONAL BEAUTY EVENT IN THE AMERICAS.

With 15 years on the market, Beauty Fair - International Professional Beauty Show, has been developing the professional beauty market in Brazil through custom-created solutions to provide the sector's entire industry, focusing on the Hair, Aesthetics, Manicure, Makeup and beauty stores.

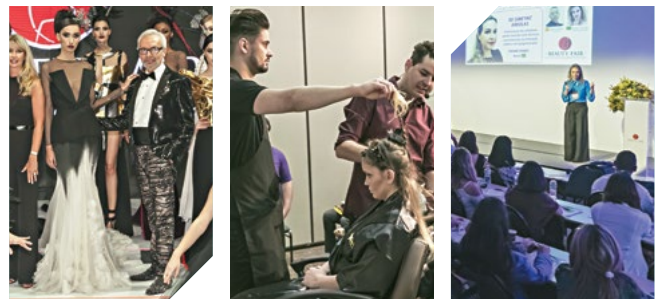


Every year, we welcome over 200,000 professionals looking for the latest products and services as well as good deals that only an event of this size and with an international standard of infrastructure has to offer.

There are around 500 exhibitors and over 2,000 brands which, together, generate around USD 200 million in business over the event.



In addition, Beauty Fair promotes over 100 educational activities, focused on continuing education for beauty professionals.



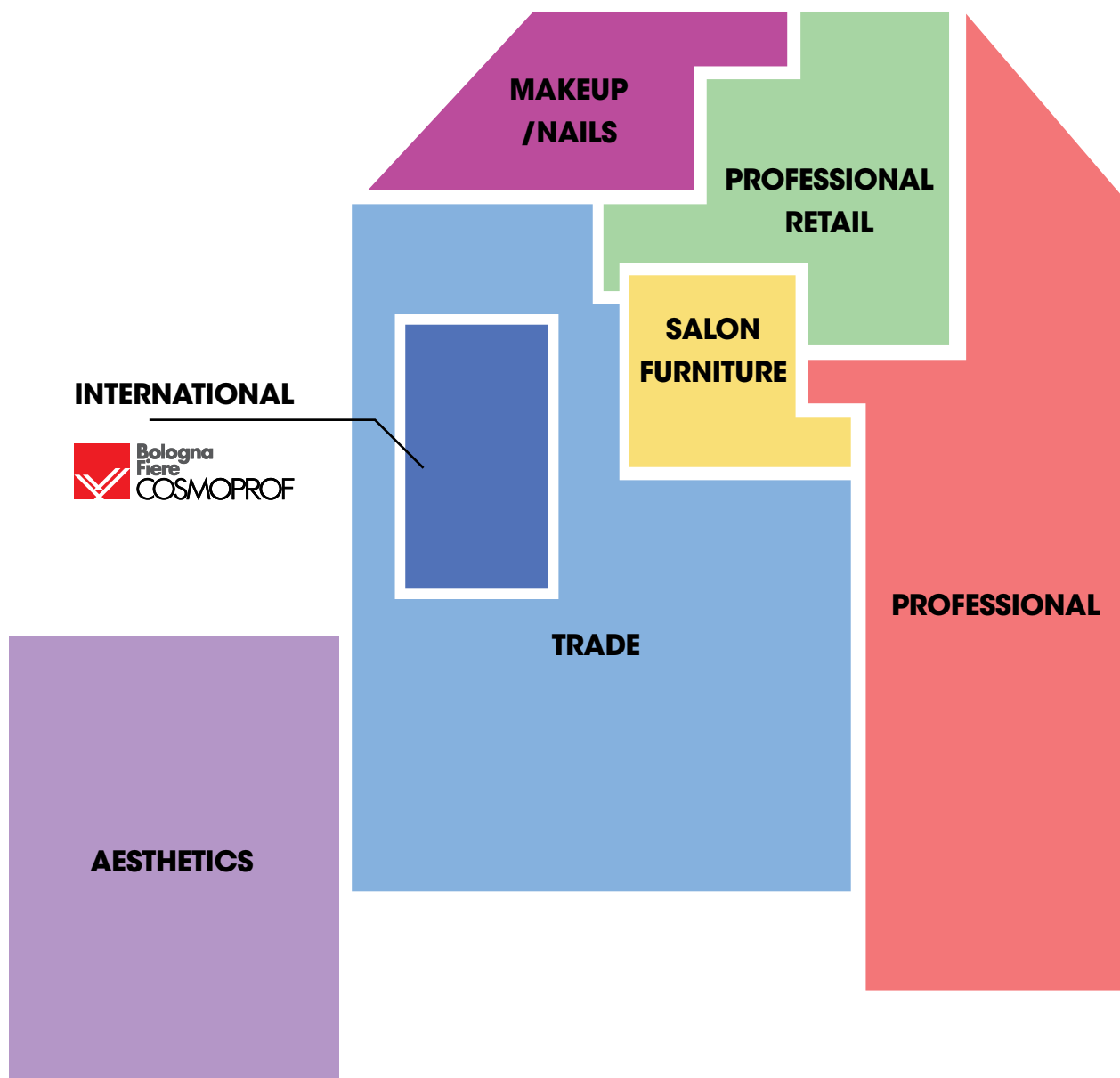
82,000 SQM OF **EXPO AREA**

Expo center with an international standard of infrastructure



—BEAUTY FAIR—

International Beauty Fair for Professionals





PROFESSIONAL SECTOR

Attendance by brands interested in hairstylists and in salon distributors. Actions include demos and stage shows. Direct sales.

PROFESSIONAL RETAIL SECTOR

Small exhibitors, from a variety of segments, with retail sales.

AESTHETICS SECTOR

Attendance by brands interested in aestheticians, podologists, hair removal specialists, massage therapists, dermatologists, plastic surgeons and distributors. Actions include practical demos and on-the-spot sales.

SALON FURNITURE

Higher added-value product brands, with a focus on salon furniture. Actions include a showroom, which can offer immediate delivery of products or finalization of negotiations, especially with salon managers.

MAKEUP / NAIL SECTOR

Exclusive area for the segment, with a focus on products and accessories for retail sales.

TRADE SECTOR

Brands selling directly to retail (perfume shops, supermarkets, wholesalers, pharmacies). Actions focused on networking, allowing for negotiations with more advantages for large buyers.

INTERNATIONAL SECTOR

International companies bringing beauty products with authentic elements and innovation from countries all over the world.

EDUCATIONAL PROGRAM



International
Cosmetology and Aesthetics
Congress

Manicure
Congress
International

São Paulo International
Micropigmentation Meeting

Barber
Congress

International Professional-
Makeup Congress

Beauty Business
Management Seminar

Eyelash Extensions
Congress

Workshops for hairstylists
and colorists

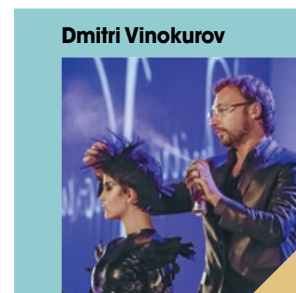
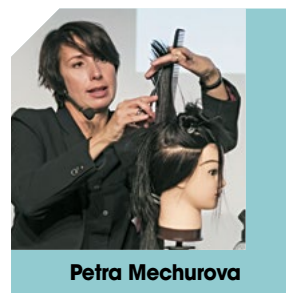
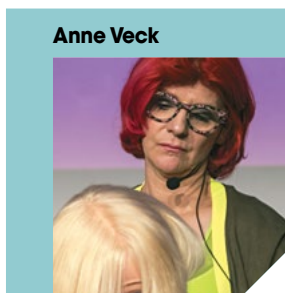
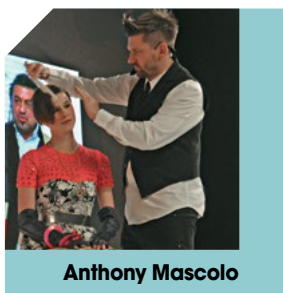
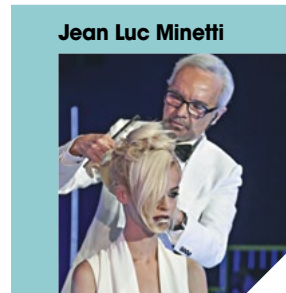
Hair Removal
Congress

Beauty Fair Forum for
Beauty Retailing

Podology Congress

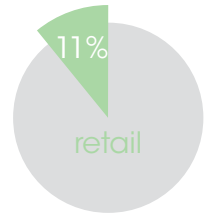
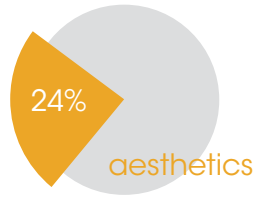
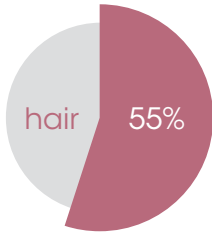
BEAUTY FAIR

Star Professionals
On Stage

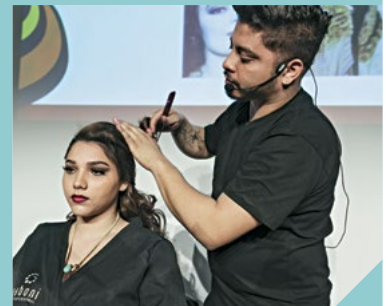
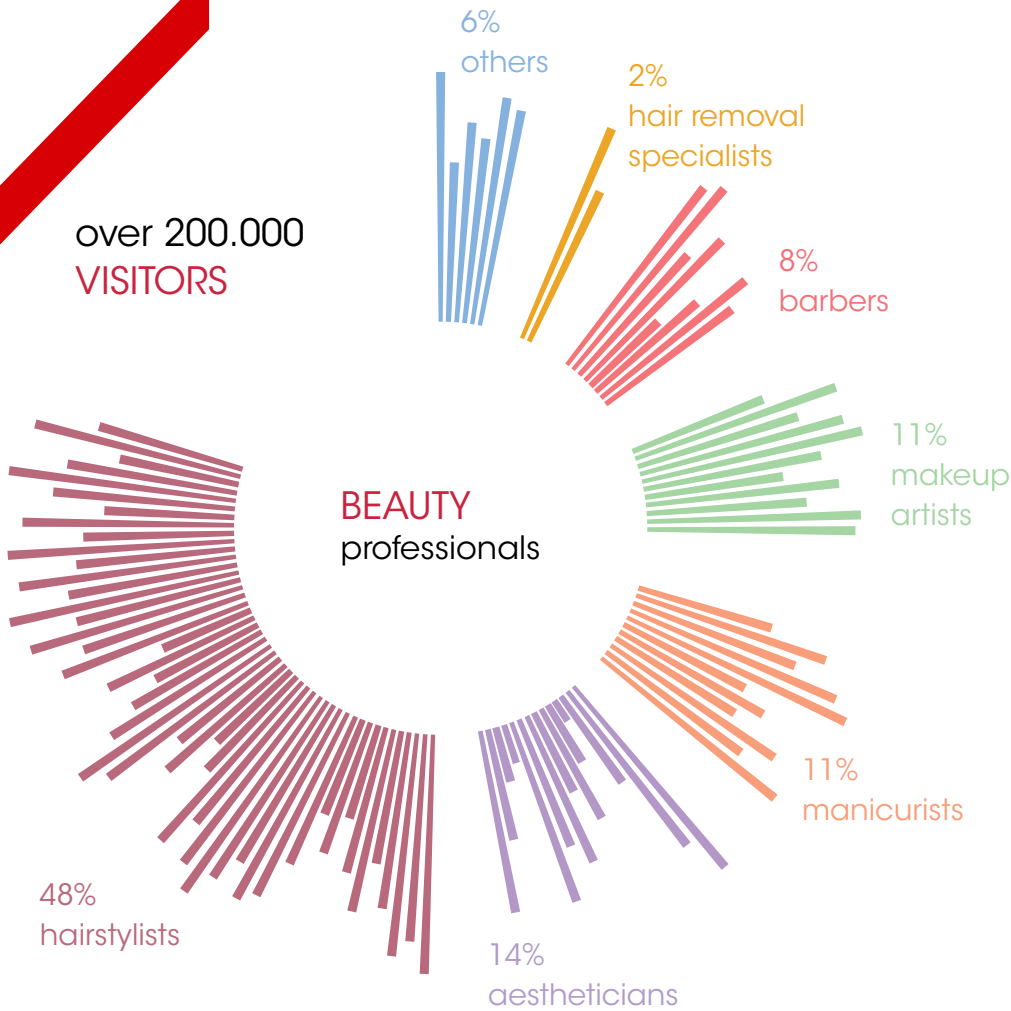


BEAUTY FAIR BY THE NUMBERS:

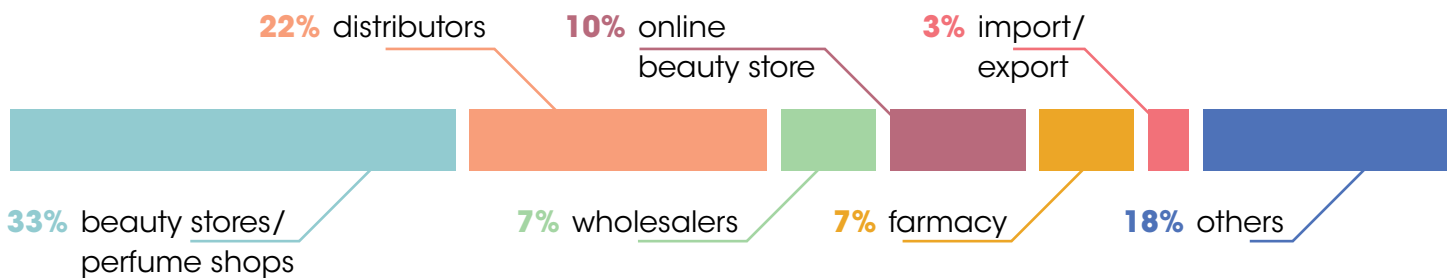
over 500
EXHIBITORS



over 200.000
VISITORS

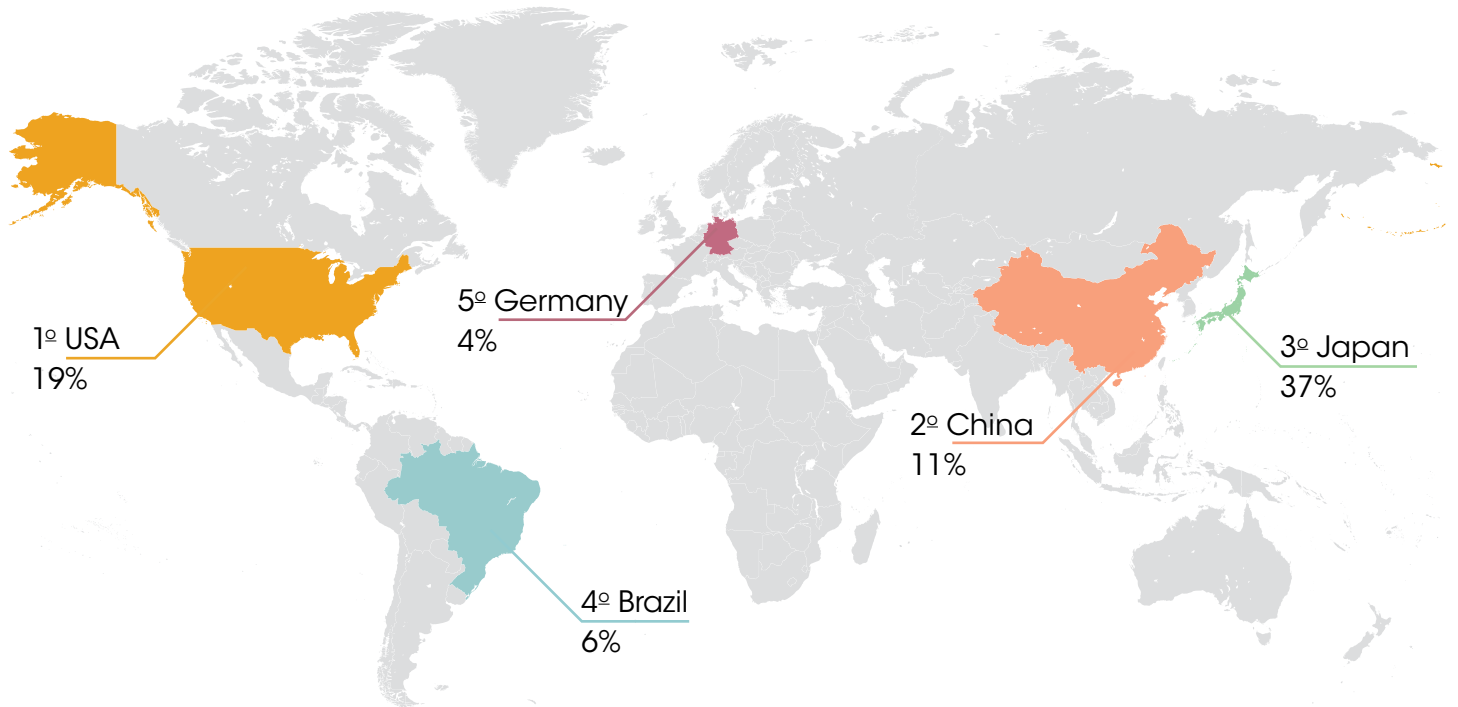


RETAIL



GLOBAL BEAUTY MARKET

Ranking of toiletries, fragrances and cosmetics consumption



PRODUCT CATEGORIES

BRAZIL'S POSITION

- 2 hair removal / deodorants / perfumes / men's products / sunscreen
- 3 children's products
- 4 oral health / bath products / hair products
- 5 makeup
- 8 skin products



REPRESENTATION:

BRAZIL IN LATIN AMERICA - CONSUMPTION OF TOILETRIES, FRAGRANCES AND COSMETICS

Source: Euromonitor 2016

OVERVIEW OF THE INDUSTRY IN BRAZIL

Sales channels - perfume shops

19.000 multibrand perfume shops

65% sales - end consumers

32% sales - beauty professionals

BRL 10 Bn. in sales in 2016.

70% hair products

33% coloring

37% shampoo / conditioner

Sales channels - salons

1.1 MILLION beauty salons

BRL 2.5 BILLION was how much salons spent on hair products in 2016. 1/3 for coloring.

90% OF CLASS A, B AND C SALONS make purchases straight from manufacturers or distributors.

20% OF CLASS D SALONS buy from perfume shops.

Share of services at salons

56% hair care

23% manicure / pedicure

10% hair removal

5% skin care

6% others

INFORMATION:

Organizer



— BEAUTY FAIR —

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