



Beauty Fair celebrates 15 years with innovative product selection

Fair brings, among the news, the report on trends in the Beauty sector headed by BeautyStreams and estimate the beauty sector to move approximately R\$700 million.

Beauty Fair has been a relevant and influential business platform in promoting new products and the generation of beauty trends for the industry. To celebrate the 15 years of the largest fair of the sector in the Americas, the event launches the BEAUTY FAIR TRENDS, a project that will show industry trends and innovations through the products of the BEAUTY FAIR 2019 exhibitors.

The exhibiting brands register their products and the international trend agency BeautyStreams will be responsible for the content, preparing a trend report and consumer behavior in the areas of hair, nails, make-up, and skincare.

“Beauty Fair Trends is a new initiative in the Brazilian market that will allow journalists, influencers, professionals, and consumers to get to know the future of the beauty market and the products we will see in stores from now on,” said the Communication and Content Manager Beauty Fair, Deborah Huff.

The report will be presented during the fair and will have a special exhibition area at the event so that all visitors get to know the best that Beauty Fair exhibitors created to meet the demanding Brazilian beauty market.

“Our commitment is to maintain the pioneering spirit that Beauty Fair has achieved in the market and with our target audience. The trend report that we are going to release certainly emphasizes our desire to stay ahead and to present new challenges for the industry ” Said César Tsukuda, superintendent director at Beauty Fair

Business and education

This year, Beauty Fair 2019 will have around 500 exhibitors and 2 thousand national and international brands. Around 186 thousand visitors are expected from all around Brazil and also from all around the world.

“We have prepared the 2019 edition to impact the public in all areas and we intend to generate R\$700 million in business over the four days of the fair. For this the exhibitors may participate in business rounds with international buyers, in partnership with CNI- Confederação Nacional das indústrias (National Confederation of Industries), said Tsukuda.

The fair is also known for its educational focus, Beauty Fair brings - since its first edition - congresses and workshops from various sectors of the beauty industry to qualify The professionals with the latest market trends. In the 2018 edition of Beauty Fair, about 6 thousand professionals participated in the educational activities offered.

This time, Beauty Fair brings a complete learning opportunity, with over 30 opportunities for specialization, 11 of them are Congresses, Seminars, and Workshops; 9 of them are workshops and 11 of them courses and practical masterclasses.

Among the highlights of the event, there will be the presence of the Portuguese lecturer Freitas Magalhães, psychologist, founder and current director of the Emotion Facial Expression Laboratory of Health Sciences at the Fernando Pessoa University (UFP), in Porto, where through reading techniques of the microexpressions of the face, helps the work of the make-up artist professional to harmonize the face of customers. There will also be a lecture of the Russian professional Darya Naumenko, who will talk about valorizing the eyes through the correct application of eyelash extensions. There will also be an event for professionals working with the Day of Bride (Dia da noiva, in Portuguese), a lecture with the creator of this type of service in Brazil, Janine and Diane Goossens. The Sao Paulo International Micropigmentation Meeting aims to bring together the best and most current in the micro-pigmentation market, with 4 days of training, 30 speakers and more than 16 practical masterclasses.

To get to know more about the congresses and courses, access:

beautyfair.com.br/congressos-e-cursos/

“Even facing an economic crisis last year, we had a 30% growth registration at the congresses offered during the Beauty Fair 2018. That for us was a surprise. We realize that if the professional realizes the importance of training and has this

differential at an economically delicate period, the professional increases its profitability and does not lose the clients, always having news to offer. The professional Who does not qualify ends up facing the economic crisis. And who is experiencing the crisis, but in the face of it, decides to qualify, stands out in the sector because of the qualification”, Said Marie Suzuki Fujisawa, Educational and institutional relations manager of Beauty Fair.

For registration and more information about the event, access: beautyfair.com.br/

Beauty Fair 2019

Date: From 2019 September 7th to 10th

Opening Hours:

Saturday | 12 noon to 8 pm

Sunday to Tuesday | 10 am to 8 pm

Place: Expo Center Norte | 333 José Bernardo Pinto Street, Vila Guilherme neighborhood, São Paulo - São Paulo state, Zipcode:02055-000

How to arrive: <https://beautyfair.com.br/como-chegar-2019/>

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