

Publication:	Professional Beauty
Issue/Date:	Jul / Aug 2008
Country:	Australia

Clippings

Cosmoprof North America's Australian flavour

This year's Cosmoprof North America, held this July in Las Vegas, boasted a significant Australian Pavilion. Though Australian companies have previously exhibited there, 2008 marked the first year an official delegation from AUSTRADE was part of the show. The 108-square-metre pavilion was comprised of seven official AUSTRADE delegates including: Advanced Natural Australia skincare (www.advancednatural.com), essential oil-based, natural skin and hair care brand Botany Essentials (www.botanyessentials.com.au), Grahams Natural Alternatives (www.itchy.net.au); manufacturers of products for eczema, psoriasis and dermatitis, LillyPilly Australia (www.lillypilly.net.au), with their range of skincare sourced from native Australian plant extracts, consumer packaged goods company PharmaCare Laboratories (www.pharmacare.com.au), Privity's ranges, evo and eco.kid hair care with an emphasis on sustainability (www.evoresearch.com.au / www.ecokid.com.au) and Sharon-Lee Studios (www.sharon-lee.com.au) range of "brow artistry" beauty products.

Also exhibiting were cosmetics and personal care products company, Claytime Australia (www.claytime.com.au), Body Treats (www.bodytreats.com.au) and Dr. LeWinn's Private Formula skincare (www.drlewinns.com)

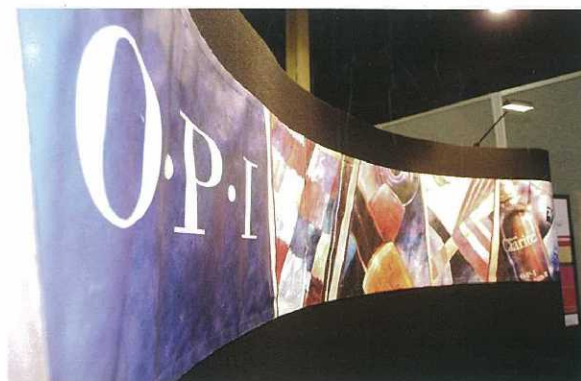
Sally-Ann Watts, Los Angeles Senior Trade Commissioner, AUSTRADE, said, "The Australian beauty/cosmetics industry has an array of products which offer quality, strong branding and consumer appeal. Many of the products use unique natural ingredients, which has created a strong demand for them in the US market. Our role is to introduce new Australian cosmetic companies to the US." **For more information, visit www.cosmoprofnorthamerica.com.**

Cosmoprof Asia's 13th edition

Cosmoprof Asia celebrates its 13th anniversary with this year's show, held November 12 to 14 at the Hong Kong Convention and Exhibition Centre. In 2007, Cosmoprof Asia hosted 1,265 exhibitors from 36 countries and regions in over 47,000 square metres of exhibition area. A five per cent increase in overseas visitors underlined the international business opportunities offered by the show, living up to its global reputation. By country, the show attracted top buyers from mainland China, Korea, Taiwan, Japan, Australia, Singapore, Thailand, the USA, Malaysia and the Philippines, for a total of over 37,000 visitors. Cosmoprof Asia also facilitates business contacts through the invaluable International Buyer Programme, fascinating makeup and hairstyling demonstrations, and an exhaustive panel of conferences. The event provides a unique platform for business, education and trends scouting in the beauty and health business in Asia. **Visit www.cosmoprof-asia.com**

Attendance up at Beautyworld Middle East

The twin exhibitions Beautyworld Middle East and Wellness & Spas Middle East, held from May 18-20, 2008, showcased the latest trends in cosmetics, fragrances and skincare products as well as spa and wellness products at the Dubai International Convention and Exhibition Centre. International spa and healthcare tourism destinations were also promoted alongside fitness equipment. "Now in its 13th year, the 2008



World view

International news, trade shows, emerging trends and brands.



edition marked it amongst the top five exhibitions in the world for the beauty, cosmetics, and personal care industry," said Eckhard Pruy, CEO of Epoc Messe Frankfurt GmbH, organisers of the shows.

The show registered an increase of 38 per cent in trade visitors this year. There were 850 exhibitors representing 1,650 brands from 50 countries and 31 country pavilions exhibited this year.

"An added feature aside from the popular Walk of Beauty and nail competitions were the two seminars on organic, natural cosmetics and Halal cosmetics, an growing sector worldwide," said Andrea Werner, Senior Show Manager of Beautyworld Middle East.

The seminar, fashion show, nail and make up competitions proved educational and added to the excitement along with the catwalk and display of creativity by nail technicians and stylists in the region. The next Beautyworld Middle East is from June 7 to 9, 2009. **For more details, visit www.messefrankfurtme.com/beauty/site/index.php**