



**15<sup>TH</sup> ANNIVERSARY**

## The World of Spa Meets at Cosmoprof Asia 2010

**Press Release  
For Immediate Release  
12 October 2010**

The 15th edition of Cosmoprof Asia reaffirms itself as Asia's premier business-to-business international Spa event whilst encompassing all sectors of the beauty industry.

More than **250 international brands** representing the Spa, beauty salon and wellness sectors will present their innovations and latest beauty treatments at the coming Cosmoprof Asia from 10-12 November. Among them are: Academie, Algotharm, Alissi Bronte, Bernard Cassiere, Bicelle, Boline, Casmara Cosmetics, Charlotte Meentzen, Christina, Dr. Grandel, Dr. med. Christine Schrammek Kosmetik, Ericson Laboratoire, General Project, Germaine De Capuccini, Janssen Cosmetics, Jean d'Arcel Cosmétique, Klapp, Neostrata, Obagi, Pevonia, Pola, Promoitalia, Rosa Graf, Sal (Skin Advanced Laboratory), Selvert Thermal, Skeyndor, Skin Medica, Syneron, Thuya, Vagheggi, Venus Concept, Viora and Vita-Cos-Med Klett-Loch.

To complement the exhibitor presence, this year Cosmoprof Asia will launch **Spa Soul**, a multi-faceted project dedicated to the world of spa featuring exhibitor lounges, live presentations, networking opportunities and the Cosmoprof Asia Spa Conference.

Spa Soul will host the most exclusive spa brands in an exquisite environment animated by live presentations where the companies will showcase their most innovative concepts and techniques.

**Pevonia Botanica**, the elite American natural skincare brand offered by prestigious spas worldwide, enthusiastically endorsed the project as one of the sponsors together with **Aroma Vera**, a reputable aromatherapy products supplier to hotel, spa and wellness industries; **Image Skincare**, the international company that offers a wide range of pharmaceutical grade skincare products; and **PhytoCeuticals**, the market leader in natural antioxidant skincare products.

A key feature of Spa Soul will be the **Cosmoprof Asia Spa Conference** to be held on 11 November. **13 eminent spa visionaries** from around the world will participate in topical presentation and panel discussions. The speakers list include Neil Orvay, Co-founder of Sense of Touch; Samantha Foster, Managing Director of Spa Source Asia Ltd; Ronald Jean, Managing Director & Senior Project Manager of Pevonia Global Spa Consulting; Helene Goetzelmann, International Spa Manager of L'Occitane; Rhett Pickering, Director of Spa of Bliss, W Hong Kong; Johanna Baillet, Export Director of Algotharm; Melinda Yon, Managing Director of 360 Spa Solutions Ltd; Catherine Brillantes-Turvill, President of Philippine Wellness and Spa Association; Jor Fan, Environmental Management System (EMS) Manager of Langham Place, Mongkok, Hong Kong; Andrew Jacka, President of Thai Spa Association; Sheila McCann, Corporate Director of Spa –



Brand Quality of Shangri-La Hotels & Resorts; Andrea Lomas, Head of Group Spa Operations of Mandarin Oriental Hotel Group; and Lee Stephens, Managing Director of SOL Spa Services.

The conference agenda, catering to the interests of spa business beginners as well as experienced spa operators, covers a variety of topical and strategic subjects: the foundations of a strong spa operation and growing the business; the retail and merchandising of skincare products at a spa; keys and concepts to creating a sustainable spa business; how the spa and beauty salon industries can complement each other; the growing trend of medical spas in Asia; successful eco-friendly spa initiatives, and; the trends and challenges of a Spa business – new treatments, financing, HR and day-to-day operation.

In full confidence of Cosmoprof Asia and its influence in the Spa world, the Spa Conference is supported by major Asian associations:

- Asia-Pacific Spa & Wellness Coalition (APSWC)
- Spa & Wellness Association Singapore (SWAS)
- Thai Spa Association

AsiaSpa Magazine is once again appointed the media partner for this long awaited annual rendezvous for the Asian Spa industry and will steer conversation, the exchange of ideas and drive collaboration.

For reservation and full details on conference agenda and speakers profiles, please visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

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**Notes to Editors:**

**About Cosmoprof Asia 2010**

Cosmoprof Asia is jointly organised by UBM Asia Ltd, Asia's leading exhibition organiser and BolognaFiere Group, the organiser of Cosmoprof Worldwide Bologna, Italy. Cosmoprof Asia celebrates its 15<sup>th</sup> Anniversary from 10 to 12 November 2010. More than 1,500 exhibiting companies will take up 55,000 sqm at the Hong Kong Convention and Exhibition Centre to showcase their excellence to more than 41,000 expected visitors.