



For immediate release
9 March 2010

Guangzhou International Beauty Expo - Spring 2010
9-11 March 2010
Pazhou Complex (Area B) - Guangzhou

Long awaited Hair Show on Stage Today

The 32nd Guangzhou International Beauty Expo opens today at the China Import And Export Fair Pazhou Complex Area B. This Spring 2010 edition has drawn nearly 2,000 exhibiting companies and brands, with country and group pavilions from Korea, Hong Kong and Taiwan regions. The event will occupy 8 exhibition halls (30% increase in exhibition space compared to the 31st edition in September 2009), showcasing a complete spectrum of beauty products. A new hall – Hall 13.2 – has been devoted to the hair sector, and will feature products, equipment, salon furnishings, and training institutes. Leading hair exhibitors will include TIGI, BaByliss PRO, WAHL, OBA, wunderbar, IDA and Zhangguang 101.

The 32nd Guangzhou International Beauty Expo will also present top hair shows from TIGI

- **TIGI “Image In Motion” Hair Show**
9-10 March 2010 (14:00-16:00)
Hair Theatre (Hall 13.2)
- **2009 TIGI Ambassador Contest China Final**
11 March 2010 (11:00-13:00)
Hair Theatre (Hall 13.2)

TIGI, the worldwide leader in hair fashion and lifestyle hair care brands with innovative products and packaging, has chosen Guangzhou International Beauty Expo to launch the 2010 new “Image in Motion” series. The TIGI International Creative Team from London will join hands with hairdressers from the Hong Kong and Taiwan regions to reveal the latest inspirations and techniques in performances bound to dazzle. The significance of this for hairdressers in China is that the new series is making its debut in Guangzhou as the premiere for the entire Asia Pacific market. They will be the first in the region to witness the elegant “CATWALK” series and the passionate “ROCKAHOLIC” series!

The show is not just all about hair, it will also be a high-level fashion event! The models will be clothed by inspirational British designer, Christopher Kane, with complementary hair looks created by the TIGI team. As the leading brand for professional hair products, TIGI infuses the concept of eco-fashion into its hair shows. Avant-garde hair and fashion created from recycled materials such as newspaper and soda cans will be

featured.

The onstage TIGI International Creative Team will be made up of:

Akos Bodi <i>TIGI European Education Director (London)</i>	Gen Itoh <i>TIGI Academy Creative Director (London)</i>
Ralf Boss <i>TIGI Education Director Asia and South-Pacific</i>	JIV D <i>TIGI Fashion Stylist Worldwide (London)</i>
Becky Grace Knight <i>TIGI Colour Creative Force</i>	Andy Cheong <i>Regional Education Director TIGI Colour (Malaysia)</i>
Ashley Rocke <i>TIGI Choreographer (United States)</i>	Edith Chan <i>TIGI Regional Education Director (Hong Kong)</i>

“A New Revolution in Beauty Industry: How to Create a Soul?”

9 March 2010 (10:00-16:00); 10 March 2010 (10:00-12:00) - Pazhou Complex Level 2 Meeting Room

A two-day hair salon management seminar **“A New Revolution in Beauty Industry: How to Create a Soul?”** will be organised by MIZI Hair & Beauty Group. Speaker Mr Victor Cai, Chief Consultant of MIZI Group will share his insightful views and experience with the hairdressers and salon owners.

Management & Technical Achievement in China Beauty Industry Awards

10 March 2010 (14:00-16:00) - Pazhou Complex Level 2 Meeting Room

To be held on second day of the fair, an award presentation entitled **“Management & Technical Achievement in China Beauty Industry Awards”** is the highlight followed by the 2-day educational classes. The award presentation is organised by the Chamber of Beautyculture & Cosmetics of All-China Federation of Industry & Commerce, co-organised by Oba Cosmetic (Xiamen) Co Ltd and MIZI International Hairdressing Academy.

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