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For immediate release

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## Guangzhou International Beauty Expo – Spring 2011

9 - 11 March 2011

Pazhou Complex (Area B) - Guangzhou

### Beauty Now!

The best of beauty in China ever is pleased to announce the 34th Guangzhou International Beauty Expo (GBE) opens today at the China Import & Export Fair Pazhou Complex B in Guangzhou, China from 9 to 11 March. GBE, a giant of beauty trade show in China, is extending its remarkable record of 22 years attracting over 2000 exhibitors and brands from 18 countries and regions, including group pavilions from Korea, Hong Kong and Taiwan.

The 34<sup>th</sup> Guangzhou International Beauty Expo are bound to be one of the best networking opportunity for the market players to know about the latest market developments and current trends in the China Import and Export Fair Complex B in 9 – 11 March, 2011. Find out more from the halls and exhibits to provide a comprehensive classification of the entire beauty market chain in the 34<sup>th</sup> Guangzhou International Beauty Expo.

#### **Hall & Exhibits**

- 10.1 Nail Products, Fitness Underwear and Tattoo Products
- 11.1 Natural Health Products, Retail Experience Zone
- 9.2 Packaging and Machinery, Raw Materials, OEM
- 10.2 Personal Care Products, Make-up Products, Perfume, Chain Stores and Franchising Business
- 11.2 Hair Products and Complementary Products, Education and Training
- 12.2 & 13.2 International Brands, Group Pavilions, Professional Beauty Salons, SPA Products, Tools and Equipments
- 9.3 Professional Beauty Salons, Well-being Products, Tools and Equipments
- 10.3 & 11.3 Professional Beauty Salons, SPA Products, Tools and Equipments

#### **Top Tier International Brands Shine on**

China's nearly 60 billions skincare market is a magnet for foreign players. A well-known skin care brand from the USA, Dermalogica shows us how its unique skin analysis method applies western modern science to oriental traditional acupuncture; together with top brands and products from Pevonia, Valmont, Matis,



Maria Galland, Swissline, Frigga, Montee and Luyuna to show their latest anti-aging and skin care products in the international hall at 12.2 and 13.2 respectively.

### **Hair Focus—a Stage of Trend**

Hair care, tools and equipments are injecting latest and innovative products to the GBE for decades with the advantages of production and manufacturer experience along. This year, we have familiar faces from Joyful Queen, WAHL and Jaguars to show their continue development in the China market while the new faces showing environmental friendly, low carbon products in this spring edition of GBE Hall 11.2 .

### **Beauty is Business**

While foreign players were expanding their market share in China, the well-equipped local brands are gearing up its brand and products to the fast pacing beauty market. Kiers, AnchorFree, Spamoment, AnnJema, St. Sara, and more brands are ready to show their latest technologies and icon products, whereas the platform to share their new strategy to the market players in the Guangzhou International Beauty Expo.

### **Make-up Cosmetics Coloring up**

The significant growth rate of color make-up alone was 18% compared Yr. 2009; and its power will continue for the upcoming years to show opportunities to the beauty industry. In 34th GBE, more Chinese brands enforce their product line with latest technologies and innovative solution such as Beautyshop, BLEUNUIT, Green Farm but not the least, with products covering skin-care, sun-proof, essential oil, men's skin-care, to push for a slice of the action.

### **When East meets West**

What happens when Chinese traditional medicine and therapy meet western latest technologies in beauty industry? The answer is perfectly shown in Hall 11.1, the hall of natural health products, a rising star of GBE; Yunnan Hani Yangsheng, Guangzhou Qixuantang, Shenzhen Royal Secret Prescription, and more brands will demonstrate an even more splendid Chinese traditional medicine culture via modern science and technology.

### **Packaging - The Lyric of Creativity and Beauty**

The beauty of packaging is fascinated and dynamic for all beauty products; and the 34th GBE is bringing experience to the industrial development highlight in according to the market trend; combined with the direction of international standards setter showing the secret of success to expand their market value showing the participants of their products. Cartridge Pack from Japan, and CPDS-Ltd from Russia are aiming to show the art of packaging; exhibitors like Wuxi Redflag Daily Cosmetics Equipment Co., Ltd., HONGDING PLASTIC, Junwen also present functional designs to distinctive products.

### **Special Events mark the Spring Season**

Special events have been organized by GBE to provide series of new product launch, technical seminar, human resources management, rules & regulation to the market players cover comprehensive topics within the beauty industry. This year, the 1st China International Cosmetics & Perfume Cultural Festival is held in



the 34th Guangzhou International Beauty Expo to look into the development of the perfume and cosmetics market in China, where the history of fragrance and advanced manufacturing techniques could be perceived.

### **Hair Show—Spring Blossom Hair Show**

On 9 March, 2011, GBE featuring two spectacular crews to present the integration of the hair runway show. “Meet the Asia Hair Gurus 2011 Guangzhou Glamour” draw the stylists, hair enthusiasts and exhibitors from AHMA, the Asia Hair Master Association with its reputable hair masters from Japan, Hong Kong, Taiwan, strive to provide the realm of fascination across to the inspiration of imagination. At the same day, Quality and Technology Certification Center of GDBA (QTCCC) will bring the up-to-date marketing information and case studies focusing on hair; “Analysis on Development of Cosmetics Market and Regulations of 2011 — Focus on Hair Product, Develop our Market”

The following day, on 10 March, 2011, MIZI International Hairdressing Academy going to present its full of innovative styling hair runway show, together an insightful lecture you are not going to miss on how to become a business leader implying successful management system.

### **All about Spa**

All about Spa becomes an each year agenda for the insider to visit with devising spa concept and business model that is not imaginative and beautiful designed, but also totally feasible by the group of professionals to deliver the industrial information from China General Chamber of Commerce—China National Spa Committee and China National Spa Association. While the agenda on 10, March, 2011, Ms. Fifi Kao, the Director and Managing Editor of Spa China Magazine, will present “Chinese Spa Industry: Present and Future” and Johnny Chang, the Consultant and Trainer for Spa, will take place to demonstrate the wellness way on “How to Improve your Sales Skills?”

### **The 1<sup>st</sup> China International Cosmetics & Perfume Cultural Festival - Sense the Scents**

The 1st China International Cosmetics & Perfume Cultural Festival composes a new chapter of cosmetics and perfumery in China. During the festival, culture, history, techniques, all aspects of perfumery are vividly introduced. Let’s sense the scents, and immerse the opportunities around the area with the professionals and market players to develop the scent of prestige.

### **The 8<sup>th</sup> Development of the Cosmetics Market in China Forum—Color Cosmetics and Fragrance**

GBE has been featuring Cosmetic Observer Magazine for 8 successful years to the Development of the Cosmetics Market in China Forum. This year, Dr. Zhang Shu, the vice president of Chinese Cosmetics Committee of Euro Chamber is honored to share the latest perfume and fragrance market information during the forum. With the 1<sup>st</sup> China International Cosmetics & Perfume Cultural Festival, Cosmetic Observer Magazine is pleased to interview the insiders to explore their secret of success.

The next Guangzhou International Beauty Expo, the 35<sup>th</sup> edition will take place at the same venue from 19 – 20 September, 2011. The organizers will continue to reaffirm its position as the best of beauty trade event in China.



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For more info, please visit us at [www.gzbeautyexpo.com](http://www.gzbeautyexpo.com).

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For media enquiries, please contact us:

China:

Guangdong International Exhibitions Co., Ltd  
Yanjun Cai (Professional Media)  
Email: [yancai@gzbeautyexpo.com](mailto:yancai@gzbeautyexpo.com)  
Tel: +86.20-86259168  
Fax: +86.20-86259533

Lisa Ye (Mass Media)  
Tel: +86.20-86259789  
Fax: +86.20-86259533

Overseas

Sogecos S.p.A./BolognaFiere Group  
Eva Bardanzellu  
Email: [eva.bardanzellu@cosmoprof.it](mailto:eva.bardanzellu@cosmoprof.it)  
Tel:+39 02 796 420  
Fax:+39 02 795 036

Tragara Press Office  
Cristina Rossi  
Email: [cristina.rossi@tragara.it](mailto:cristina.rossi@tragara.it)  
Tel:+39 02 7600 2673