



For Immediate Release

September 16, 2010

Guangzhou International Beauty Expo - Autumn 2010

16 – 18 September 2010

Pazhou Complex (Area B) – Guangzhou

Beauty on the Move!

With all passing years since 1989, Guangzhou International Beauty Expo's leading position to influence the beauty industry, offering one-stop shop for prestige, mass, salon products and salon services in the significant location for buyers and exhibitors to its beauty salons and beauty professionals in connecting with a wider customer base, and gain new market value in the industry.

The organizers are pleased to announce the grand opening of 33rd Guangzhou International Beauty Expo (GBE). The GBE has expanded its capacity towards 89,000 sqm gross with 10 exhibition halls; increased 20,000 sqm from compared with 8 halls in the spring edition, covering all kinds of categories in the beauty industry. As estimated, from September 16 to 18, the visitor traffic will be expected to exceed 280,000 entries.

The Guangzhou International Beauty Expo has revamped its exhibition halls into a new order presenting all major sectors from 16 to 18 September, 2010. Find out more with us!

Hall 9.2: Packaging and Machinery, Raw Materials, Private Labels and OEM

Hall 9.3: Professional Beauty Salons, Well-being Products, Health and Nutrition

Hall 10.1: Nail Products, Fitness Underwear, Tattoo and Retail Products

Hall 10.2: Personal Care Products, Make-up Products, Chain Stores and Franchising Business

Halls 10.3 & 11.3: Professional Beauty Salon and Well-Being Products, Tools and Equipments

Hall 11.1: Nature Health Products

Hall 11.2: Hair Products, Equipment and Salon Furnishings, Hair Training Institutes & Hair Shows

Halls 12.2 & 13.2: International Brands and Group Pavilions, Professional Beauty Salon and Well-Being Product, Tools and Equipment

- **International Brands Reveal Trendsetting Showcase**

Beauty products showcasing trendy elements and latest innovation among countries in the beauty industry are part of its integrated national presentations. The unique presentation conveyed by each country pavilion comes with distinguishing design elements inspired by their characteristics. Check out more at Korea, Hong Kong and Taiwan Pavilions together with well-known international brands from France, Germany, Israel, Japan, Spain, Switzerland, the United Kingdom and the United States but not the least at Hall 12.2 and 13.2.

- **What's New in the Spa**

Opportunities to collect new advance in skin health solution, combining scientific advances and new ingredients from leading brands including SKINCEUTICALS; VALMONT; GERMAINE DE CAPUCCINI; MARIA GALLAND; THALGO; COMFORT ZONE; BIOLINE and more! Join us at "All about Spa" to look into closely through the interactive presentation from HISTOMER; LPG; SKINCEUTICALS; COMFORT ZONE; ACADEMIE; GUINOT and MARZIA.

- **Natural Beauty Trend to the Basics**

Apart from the international trend, Guangzhou International Beauty Expo also remains its exceptional advantages of Chinese traditional beauty products at Hall 11.1 to allocate distinguish health products from Yunnan, Beijing, Shanghai, Guangzhou, Shenzhen and other provinces will show exhibits from herbal skin care products, anti-aging products to other products alike. These exhibitors are showing you knowledge of Chinese medicine culture in leading to a glamorous outlook on life and an optimistic perspective to natural beauty inside and out.

- **Distinct Hair Fashion Eras**

With more than 20 international professional brands show their sophisticated, beautiful and fabulous hair products LABEL.M; BABYLISS; JAGUAR; IDA and more to show their brands at Hall 11.2. Apart from various kinds of hair products, the wonderful hair shows are highlighted too. GBE is pleased to invite an extra-ordinary hair dressers give our audience a WOW presentation on Hair Show stage from Kenzhou Hair Institute shows its chic and awesome fashion girls hair show on September 16; so as Zhangjinhui Hairstyle Institute featuring interactive presentation to show distinct hair fashion eras in 2011 on September 17.

- **Personal Care Products Go Fabulous**

Cosmetics retail markets provide a wide array of brand products to the local market. GBE is focusing on the continuous development of personal care products and grooming products as part of its recognized effort on popular Chinese brand of cosmetics care products deliver

through direct and franchise at Hall 10.2 to show its raw ingredient, packaging, and other businesses involved in the manufacture of cosmetic products

● **Seminars In A Glance**

Apart from the exhibits, a full extent of seminars, forums and conferences presented by industry insiders from different sectors provided an integrated learning experience for the visitors.

“Sales Intelligence & Distribution Development in China Cosmetic Market” is presented by Mr. Giacomo Gardumi, former Merchandising & Image Director of L’Oreal Group to underlying the element of cosmetic store’s development channel and sales distribution strategy.

“The Multi-page Leaflet-label – Global Beauty and Cosmetics Effective Packaging Solution” is presented by Mr. Steven Moore from Win Label Co Ltd. to show audience the achievement of the mutual success by providing the cost-effective, diversified, and ONE-STOP solutions from the extensive supply of label materials to professional label and paper products printing services.

“The 6th Development of the Cosmetic Market in China Conference is continued to co-organize with Cosmetic Observer Magazine in GBE Autumn 2010. The introduction of “New Era in Make-up” In “New Products Launching” section, you will learn a new packaging solution for cosmetic products and valuable knowledge about stem cells technology application in human’s health and beauty.

“How to Enter the China Cosmetic Market under the 2010 New Cosmetic Regulation” by Quality and Technology Certification and Consultation Service Centre, Guangdong Beauty and Cosmetic Association (QTCCC) will take place to 33rd Guangzhou International Beauty Expo to highlight the elements to domestic laws, regulations and policies tie to the latest version of Cosmetic Regulation.

“Entering the Chinese Cosmetic Retail Market – Analysis of the Products and Distribution Channels” focusing on the identity of Chinese cosmetic retail market and show its trends and development of the international brands and analyze the changes in market distribution channels in China.

The next Guangzhou International Beauty Expo, the 34th edition will take place at the same venue from 9-11 March 2011. The organizers will continue to reaffirm its position as the most important beauty trade event in China.

—End—

Media Inquiry:

China:

Guangdong International Exhibitions Ltd.

Overseas:

Sogecos S.p.A./BolognaFiere Group

Ms. Cherry Chen
Email: cherrychen@gzbeautyexpo.com
Tel : +86.20-8625.9168
Fax : +86.20-8625.9533
www.gzbeautyexpo.com

Ms. Eva Bardanzellu
Email: eva.bardanzellu@cosmoprof.it
Tel: +39 02 796 420
Fax: +39 02 795 036
Tragara Press Office
Ms. Cristina Rossi
Email: cristina.rossi@tragara.it
Tel: +39.02-76.00.26.73