



INTERBEAUTY PRAGUE

FAIR OF COSMETICS AND HAIRDRESSING

Prague Exhibition Grounds Holesovice

CONQUER THE WORLD OF BEAUTY - BE A PART OF THE LARGEST BEAUTY FAIR

Dear exhibitors,

we are honored to offer you the opportunity to participate in the **INTERBEAUTY PRAGUE** international fair, which has without a doubt become the **most important professional cosmetics fair in the Czech Republic**. As has become tradition, the fair will once again focus on the latest trends in cosmetics fields, particularly anti-aging, dermatocosmetics and shaping of the body, wellness, relaxation and a healthy lifestyle. The main exhibition categories will traditionally be cosmetics, manicure and pedicure, hair care, salon furniture and equipment, SPA centers and skin and body care instruments.

The fair takes place twice each year. **The spring fair takes place March 30 - 31, 2012, and the fall fair September 7 - 8, 2012.**

The companies will demonstrate new products and methods in aesthetics medicine, body shaping, facial rejuvenation using instruments, skin and hair care, innovations in nail shaping, nail decorating, foot care, permanent make-up, decorative cosmetics, hair and eye-lash extension as well as in healthy sun tanning. The exhibitors and experts will present new trends in make-up and hair styling.

We are the only fair in the Czech Republic that during the fair offers its loyal as well as all new customers free health care by the best doctors in the country in the field of melanoma prevention, i.e., examination of birthmarks using a dermatoscope and prevention of breast cancer via ultrasound breast examinations.

Of course the fair also always includes a rich accompanying program put together in partnership with professional associations, academies and exhibitors. A magnet for cosmeticians, dermatologists and beauty institutes is the **DERMOPARTY** professional program, as well as workshops by masseur and podologist schools, and for hairstylists presentations by prominent persons invited from the Czech Republic as well as from abroad.

Individual fields are of course also supported by professional competitions. We organize the Championship of the CR in Nail Design, Nail Art, Pedicure and in Make-up, from where top contestants advance to international competitions. **INTERBEAUTY PRAGUE** hosts the European Championship SPA Manicure competition.

The **Incheba Praha** company organizes the cosmetics fairs in Prague and also in Bratislava under the common **INTERBEAUTY** name. It has the largest fair grounds in both capital cities of the Czech Republic and Slovakia at its disposal. Both countries are members of the European Union.

You are cordially welcome here. You can look forward to professional events with a high-quality advertising campaign and high visitor numbers.

In cooperation with

INTERCHARM



ACCOMPANYING PROGRAM OF THE FAIR

NailArt Trophy Czech Championship in nail decoration for a place at the WorldCup NailArt Trophy 2012

Czech Championship in Make-up for a place at the International Masters´Award Make-up 2012

Czech Championship in nail design for a place at the European Masters´ Award Nail Design 2012

Body Art Czech Open Championship in body painting with international participation

Profi Studio Nail Cup Czech Championship of nail designers in combined techniques

Profi Nail Art Cup Czech Championship of nail designers in nail decoration

Junior Nail Art Cup Czech vocational scholls´championship in nail decoration

European Championship Spa Manicure 2012 (SpaRitual)

Stamping Nail Art 2012 (Konad)

Profi Pedicure Cup Czech Championship in professional podiatry

Presentations by leading hairdressers and makeup artists

Competitions for best exhibits and methods, to be awarded the Interbeauty Prague Gold Cup

Workshops, company presentations



WHY EXHIBIT AT THE INTERBEAUTY PRAGUE FAIR

- presentations of innovations and trends
- establishing of new business relations
- strengthening of business relations
- meeting of producers and sellers in one place
- benefit of personal contact with the seller as well as customer
- over 10 000 visitors
- strengthening of company image
- attractive accompanying program
- high percentage of professional visitors

COOPERATION

Hairdressers' Association of the Czech Republic [AKCZ]

Nail design section

PEI – International Association of Makeup Artists, Hairdressers and Stylists

COIFFURE.EU – Confederation of Haidressers' Associations of EU Member Countries

Association of Professionals for Beauty and Relaxation – Association of Cosmeticians, Hairdressers, Makeup Artists and Stylists, Manicurists and Nail Designers, Pedicurists, Masseurs

Tasha Cosmetics CZ, s.r.o.

modelaznehtu.cz