



## Beauty Expo Uzbekistan 2016

THE 12<sup>th</sup> ANNUAL INTERNTIONAL EXHIBITION OF BEAUTY PRODUCTS IN THE  
REPUBLIC OF UZBEKISTAN

DATE: **26-28 May, 2016**

VENUE: **Palace of Youth Creativity**

EXHIBITION SPACE: **554 sq.m. of indoor exhibition space**

VISITORS: **8900**

SUPPORTED BY:



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## List of types of products and services represented by exhibitors:

- Skincare Products
- Professional Hair Care and Skin Care Products
- Perfumery and Aromatherapy
- Haircare Products
- Hygiene Products and Toiletries
- Natural Cosmetics
- Dietary Supplements
- Beauty Centers, Aesthetic Clinics and Equipment and Furniture for them
- Professional Magazines
- Cosmetics for Children
- Supplies and Instruments for Hairdressers and Cosmetologists
- Household Chemistry
- Natural oils
- Preparations for aesthetic medicine

## Exhibitors' Statistics

The BeautyExpo Uzbekistan'2016 show featured **65** companies:

FOREIGN: **30**

LOCAL: **35**

NUMBER OF COUNTRIES REPRESENTED BY EXHIBITORS: **17**

COUNTRIES REPRESENTED BY EXHIBITORS: **China, Czech Republic, France, Germany, Hungary, India, Italy, Israel, Kazakhstan, Korea, Poland, Russia, Spain, Switzerland, Turkey, Ukraine, Uzbekistan.**

### LIST OF COMPANIES

Acme Color	Ukraine	Cosmetics, full range including cosmetics for hair care and styling
Aesthetics Beauty	Uzbekistan	Professional cosmetics, meso preparations, injections
Ards group	Uzbekistan	Furniture for beauty salons
Arkadia cosmetic laboratory	Russia	Professional skin care products
Aromasq international	Uzbekistan	Perfumery
Babor Beauty Innovation	Germany/Uzbekistan	Professional products for beauticians
Biomedicare	India	Hair care and coloring
Carlo Bossi Parfumes	Poland	Perfumery
Christina	Israel / Uzbekistan	Professional cosmetics for face and body care
Comair Germany GmbH	Germany	Instruments for hairdressers
Dermacol	Uzbekistan / Czech	Make-up cosmetics
Dermatology and cosmetology	Uzbekistan	Aesthetic medicine centre
Design centre	Uzbekistan	Accessories
Eclada	Korea / Uzbekistan	Professional cosmetics and meso preparations for beauticians
Estel Professional	Russia / Uzbekistan	Hair care and styling
Faberlic	Russia / Uzbekistan	Cosmetics

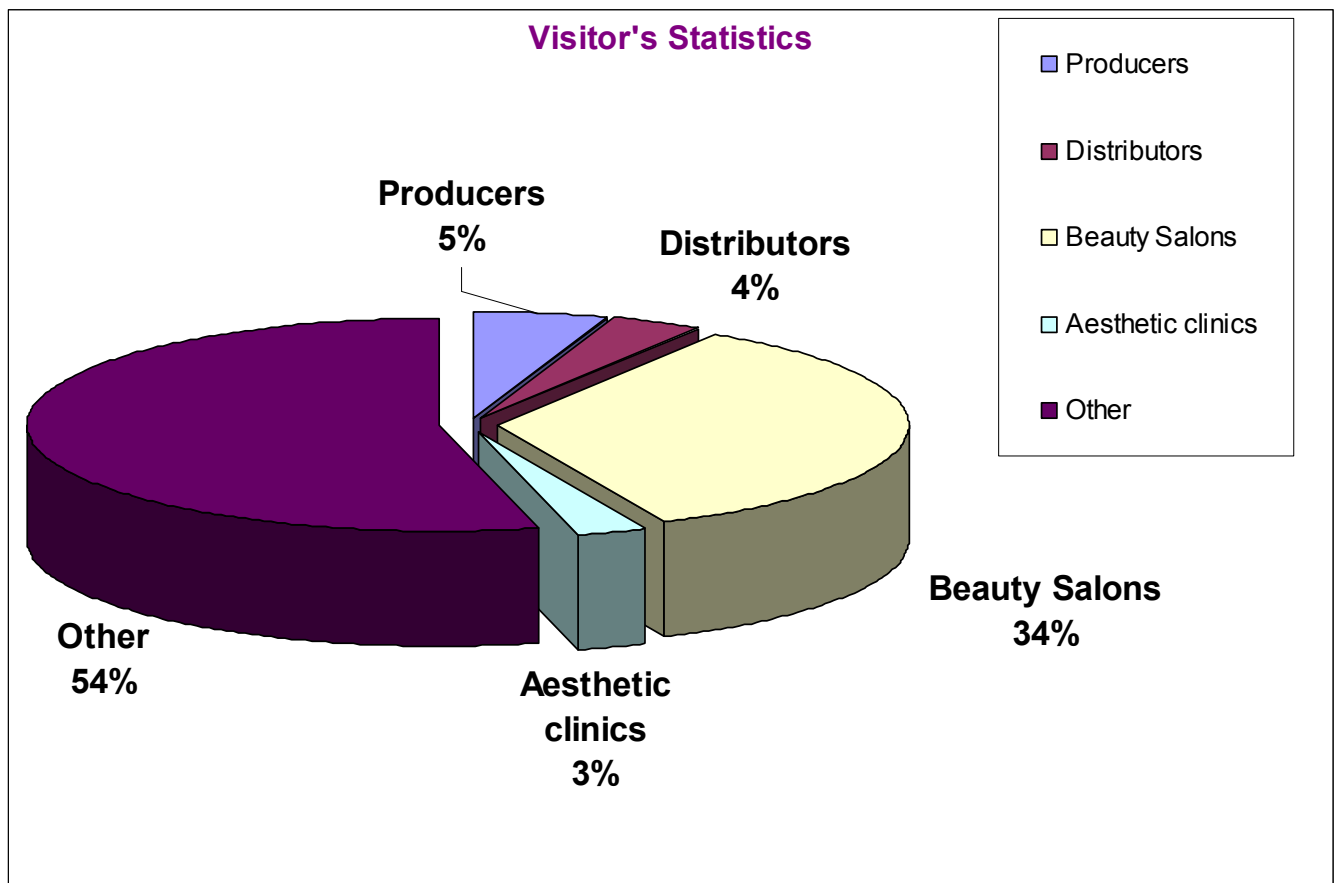
Farmavita	Italy / Uzbekistan	Professional cosmetics for hair care and styling
Flormar	Turkey / Uzbekistan	Make-up cosmetics
Forward smart service	Turkey / Uzbekistan	Soap and perfumery
Freshline	Uzbekistan	Manufacturer of wet wipes
GiGi	Israel / Uzbekistan	Professional cosmetics for face and body care
Hairdressers Association of Uzbekistan	Uzbekistan	Noncommercial union of hairdressers
Holy land	Israel / Uzbekistan	Professional cosmetics for face and body care
Ingrid cosmetics	Poland/Uzbekistan	Make-up cosmetics
Inha Gtep	Korea	Make-up and care cosmetics, beauty devices
Jasmin phito pharma	Uzbekistan	Bath salt
Kallos cosmetics	Hungary/Uzbekistan	Professional cosmetics for hair care and styling
Keen	Germany / Uzbekistan	Professional cosmetics for hair styling and hair care
Kinal	India	Accessories
Krasota plus	Uzbekistan	Cosmetics
Krom	Italy / Uzbekistan	Professional cosmetics for hair care and styling
La Biosthetique	France/Uzbekistan	Professional cosmetics for hair care and styling
LCN	Germany/Uzbekistan	Nails professional cosmetics, make up cosmetics and brushes
Le asante	Uzbekistan	Handmade soap
Lilit Rush	Uzbekistan	Soap and salts
Luxoriya Aroma	Uzbekistan/ France/Russia	Perfumery
Makabin / Safo Estetik	Israel / Uzbekistan	Professional cosmetics for face and body care
Make-up studio Miss Di	Uzbekistan	Make-up studio
Medial D&P LTD	Switzerland	Preparations for beauticians

MIORA GROUP CENTRAL ASIA	China / Uzbekistan	Dermatology preparations
Mountain herbs	Uzbekistan	Cosmetic oils and natural cosmetics
Orion skorpion	Uzbekistan	Cosmetics
Parfum Gallery	Uzbekistan	Perfumery and make-up cosmetics
PHYTO-APIPHARM	Kazakhstan	Natural cosmetics
Postguam Spain	Spain	Professional face and hair care products
Professional beauty aesthetic	Uzbekistan / Korea	Professional cosmetics, meso preparations, injections
Rosy - beauty salon	Uzbekistan	Aesthetic medicine centre
Shrey Nutraceuticals	India	Medications
Sibirskoe zdorov'e	Russia / Uzbekistan	Cosmetics
SKS Consulting - Neuronox	Korea / Uzbekistan	Aesthetic injections
Soglom Kelajak	Uzbekistan	Association of cosmetologists
Sweet moments	Uzbekistan	Shugaring
Uriage / Miltonia Pharma	Uzbekistan / France	Cosmetics for face and body care
Vilena inform	Uzbekistan	Professional cosmetics for beauty salons
Vitamed medical	Uzbekistan	Plastic surgery
Yves Rocher	France / Uzbekistan	Natural cosmetics
Zamona Rano	Uzbekistan	Herbal teas
Information support		
Apteka.uz	Uzbekistan	Information portal
Assosiation of busineswomen	Uzbekistan	Association
Golden Pages	Uzbekistan	Directory
Newspaper editing "Chastniy sektor"	Uzbekistan	Magazine
Rugzor sanati	Uzbekistan	Magazine
Toy'ona Wedding	Uzbekistan	Magazine
Ya I moy rebenok	Uzbekistan	Magazine for children and parents

## Visitors' Statistics

During 3 working days of the exhibition Beauty Show was attended by **8900** visitors which make it one of the most popular show in Uzbekistan.

Category	Quantity
Producers	420
Distributors	305
Beauty Salons	3180
Aesthetic clinics	180
Other	4815
<b>Total quantity</b>	<b>8900</b>

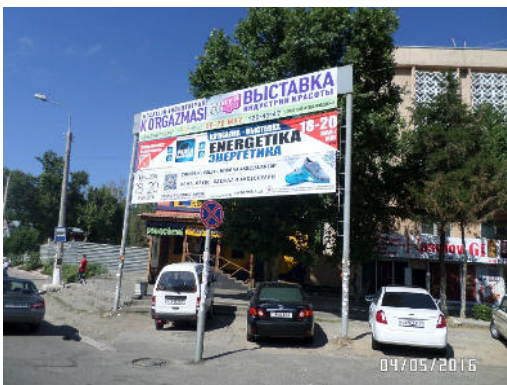


## Advertising campaign:

To ensure a high quality attendance we carried out a comprehensive national and regional advertising campaign. This campaign will include:

- 10,000 direct mail of free invitations to buyers
- Print advertising in national newspapers
- Advertising in Russian and Central Asian trade newspapers and magazines
- Regional radio throughout Uzbekistan
- Banners across roads in Tashkent
- Advertising at supermarket nets
- Telemarketing campaign

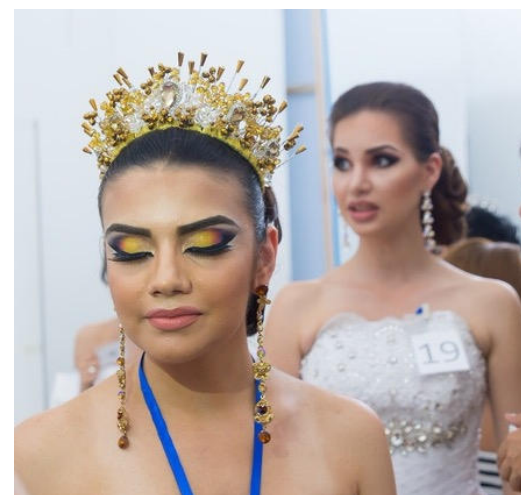
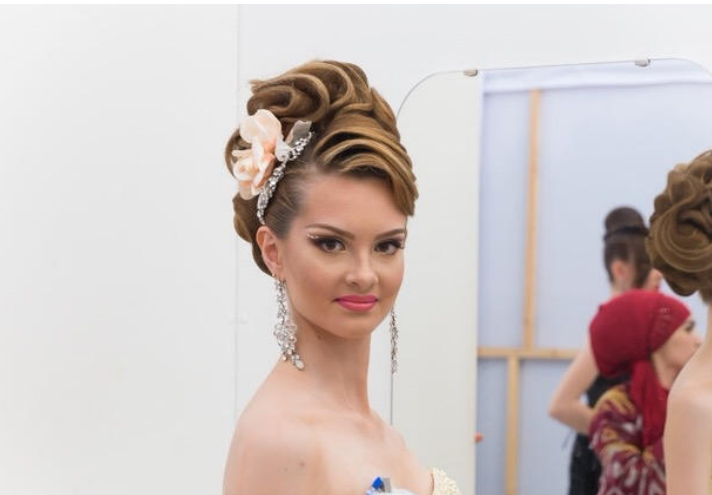
### Selective photo report: Some banners across roads in Tashkent



### Roll-ups in supermarket net of korzinka.uz



The championship in hairdresser's art, decorative cosmetics and nail design has been held during the exhibition days





**The entire period of the exhibition conference area in the exhibition hall functioned.**

TIMETABLE OF THE EXHIBITION CONFERENCE AREA OF BEAUTY EXPO UZBEKISTAN 2016  
Palace of Youth Creativity, 26-28 MAY

Время	Компания	Название	Вид
<b>26 May</b>			
11:20-12:30		Christina's skin care programs for all skin types. Procedure Comodex	LLC VILENA INFORM master-class
12:30-14:00		Mesotherapy	LLC PROFESSIONAL BEAUTY AESTHETIC master-class
14:00-15:00		Express Manicure and nail design on forms coated with gel polish	LLC VILENA INFORM master-class
15:00-16:20		Perfect tone: how to choose and make a foundation	MISS DI make up studio master-class
16:20-17:00		Introduction to products, methods and procedures for cosmetic care of the German company «Babor». The procedure for "quick care for skin with moisture deficits"	Babor Beauty Innovations master-class
<b>27 May</b>			
10:15-11:00	Shrey Nutraceuticals & Herbals Tashkent	Massage oil and dermatological products	presentation
11:00-12:10		Christina's skin care programs for all skin types. Muse procedure.	LLC VILENA INFORM presentation/master-class
12:10-14:00		Lifting program	LLC PROFESSIONAL BEAUTY AESTHETIC master-class
14:00-15:00		New Products and Trends 2016 nail design and service	LLC VILENA INFORM master-class
15:00-16:20		Smokey Eyes	MISS DI make up studio master-class
16:20-17:00		The use of cosmetic masks and medical cosmetics «Babor». Highly efficient methods for acne and pigmentation treatment, massage techniques.	Babor Beauty Innovations master-class
<b>28 May</b>			
11:00-12:10		Bride procedure: "Silk - instant lifting"	LLC VILENA INFORM master-class
12:30-13:30		Innovative developments of LCN company in the treatment and recovery of damaged nails	LLC VILENA INFORM master-class
13:30-15:00		Demonstration of Babor luxury medical cosmetics of Anti-Age program (anti-aging facial rejuvenation program). Lifting and program products. Demonstration of anti-cellulite massage and covering with Babor Body Spa products.	Babor Beauty Innovations master-class



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