



## **Beauty Expo Melbourne and Hair Expo POP UP keep Victorian professionals skilled and inspired**

**Saturday 25 March 2017, MELBOURNE:** Day one of Beauty Expo Melbourne and Hair Expo POP UP proved a hit for Victorian beauty and hair professionals; who shopped, networked, and learned new skills at the region's premier boutique trade shows for the industry. Staged side-by-side and set over 25-26 March at the Melbourne Convention and Exhibition Centre (MCEC), the events serve as the inspirational and educational hub for Victorian hair and beauty professionals.

Making a welcome return in 2017 to Beauty Expo Melbourne (formerly known as Salon Melbourne), the Skincare Sanctuary displayed innovations from professional skincare providers like Dermalogica, Elizabeth Arden PRO, Jean D'Arce, O Cosmetics, PAYOT, and Pevonia. On the show floor, beauty visitors were also treated to new product previews from coveted industry brands like Napoleon Perdis, Lycon Cosmetics, Runway Room, Inglot Cosmetics, Kryolan and more.

There was plenty of live-action for beauty visitors to experience from the HUB stages, which kicked off a free demonstration schedule with an advanced micro-needling session by Inskin Cosmetics' Jarrod Mangione on the anti-ageing stage; with other highlights including a bridal business session from fashion makeup artist, Rae Morris, on the makeup stage; and a nail trend demonstration using Shellac and Vinylux technology by CND's Kim O'Keefe on the nail stage.

Those who wanted to further their education gained new professional skills from a varied line-up of ticketed education sessions covering topics like makeup artistry, nail art, finding and retaining the best salon staff, successful social media practices for salon businesses, and a Business of brows bootcamp. The sessions are designed to provide the industry with independent and relevant education so that beauty professionals retain a competitive advantage in a concentrated and professionally challenging industry.

Visitors also had access to Hair Expo POP UP, an education-led event for 2017 by Hair Expo Australia. Hair Expo POP UP presented hairdressers and others in the hair and beauty industries with a boutique selection of products to demonstrate and purchase, along with business education sessions. Conceived after Hair Expo's successful show in Melbourne in 2016, POP UP aims to address the location variance of Hair Expo's main show as it rotates annually between Sydney and Melbourne. The 2017 event will be hosted at the new International Convention Centre (ICC) Sydney in Darling Harbour, with the 2018 event returning to the MCEC.

Tonight from 7:00pm, hair and beauty professionals will have a chance to unwind, socialise and network with their peers at the official Hair & Beauty Welcome Party, hosted at Crown Metropol's 28 Skybar Lounge with views of Melbourne's CBD.

Tomorrow, hair and beauty professionals will return to the venue for another packed day of shopping, education, networking and celebrating their industries.

Limited tickets for day two are still available for trade professionals at [www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au)

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