

## **Beauty Expo Melbourne and Hair Expo POP UP are set to ignite the Victorian beauty and hair industries this weekend – industry professionals urged to not miss out**

**TUESDAY 21 MARCH 2017:** There's still time to get your tickets for Beauty Expo Melbourne and Hair Expo POP UP at the Melbourne Convention and Exhibition Centre (MCEC) this Saturday and Sunday (25-26 March).

With more than 110 exhibitors set to showcase their latest products and innovations, the scene is set for thousands of beauty and hair professionals to celebrate the industry, share their passion, and learn about the latest developments to ensure they are best-placed to service their customers and grow their businesses.

Hair Expo POP UP, the new education-driven pop-up event by Hair Expo Australia, is ready for its debut; a line-up of Look 'n' Learn sessions and hands-on workshops with some of Australia's top hairdressing talent; including Caterina Di Biase, Kobi Bokshish, Joey Scandizzo, Marie Uva, and Uros Mikic, will provide Victorian hairdressers with a dose of independent educational opportunities until Hair Expo Australia returns to Melbourne in 2018. The show floor will feature a non-stop Main Stage program with free demonstrations from prominent hair professionals like Kobi Bokshish, the Wieselmann Art Team, and Lorna Evans Education. American Crew, Excellent Edges, Trichovedic, Revlon Professional, Mizutani Scissors, Oolaboo Australia, and Balmain hair products are some of the brands ready to show visitors their latest products and technology.

For beauty professionals, the Skincare Sanctuary returns to the expo floor of Beauty Expo Melbourne after its successful inaugural year in 2016, ready to equip visitors with the latest in skincare innovations. This year, Dermalogica, Elizabeth Arden PRO, Jean D'Arce Cosmetique, O Cosmedics, PAYOT, and Pevonia will all be making an appearance at the Sanctuary.

Also on the expo floor, beauty professionals will be able to peruse products from brands like Napoleon Perdis, Lycon Cosmetics, Shanghai Suzy, Bodyography Australia, Inglot Cosmetics, Montana Bliss, Silk Oil of Morocco, Melli Cosmetics, Lady Boss Lashes, Ecococo tanning products and many more. The HUB will serve as a base for visitors to experience free demonstrations dedicated to anti-ageing, makeup, nails, and grooming throughout the weekend.

There are limited tickets remaining for educational seminars, workshops and bootcamps for beauty professionals with some of the industry's most prolific figures; including fashion makeup artist, Rae Morris; dermal therapist, Sarah Hudson; brow artist, Jazz Pamplung; business beauty expert, Julie Piantadosi; and nail artist, Maria Vlezko.

"Beauty Expo Melbourne and Hair Expo POP UP will serve as the inspirational and educational hubs for the professional Victorian hair and beauty industries this weekend", said Julia Erben, Event Director.

"The events will host an acclaimed range of international and national beauty and hair brands, as well as the best educators to keep professionals at the top of their game for the year ahead. It's imperative that, in what can be a challenging and competitive industry, beauty and hair professionals can confidently offer the most current techniques and treatments for their clients to retain a competitive advantage. Expo offers a chance to do just that, thanks to our diverse and independent education offering."

Final expo entry tickets as well as limited educational sessions are available at [www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au). Access to both Beauty Expo Melbourne and Hair Expo POP UP is granted with the same ticket.

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### **Notes to editors**

Beauty Expo Melbourne replaces Salon Melbourne as the premier trade event for the Victorian industry, offering a chance for beauty professionals and suppliers to connect, network and share their ideas and inspiration. Hair Expo POP UP is a brand-new event for 2017, conceived after Hair Expo's successful event in Melbourne in 2016. Hair Expo

Australia will rotate annually between Melbourne and Sydney, with the 2017 event set to take place in June at the new ICC Sydney. Hair Expo POP UP will address the location variance when the main show is not in town.

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