

UNMISSABLE FEATURES AT BEAUTY EXPO 2019

Australia's ultimate event for beauty professionals is gearing up for its greatest year yet! Beauty Expo Australia is the largest gathering of beauty brands and suppliers in the Australian beauty industry and is set to inspire thousands of visitors in 2019 with innovative product offerings from leading brands, a host of new features and a line-up of superstar educators. Get out your red sharpie and circle 24 & 25 August in your diary because this is one event no beauty guru should miss!

Visitors will be spoilt for choice on the Beauty Expo show floor with a bevy of exciting local and international brands bringing their latest and greatest products and technologies to see, sample and shop. Several industry favourites will be returning to Beauty Expo and Beauty professionals will also be treated to innovations from a number of skincare heavyweights as well as some new exhibitors for 2019.

Limited floor space remains as exhibitors are rapidly being added to the bill for Beauty Expo's 2019 edition, and local and international brands are encouraged to seek information on exhibition opportunities. Exhibiting at Beauty Expo exposes brands to over 8,000 potential new clients over two days and through the associated marketing campaign assists in promoting products, brands and services to the beauty industry at large.

The beauty industry of today is forward thinking, Beauty Expo will shine a light on exhibitors bringing Aussie made, cruelty-free, and natural products to expo, through their 'Proudly' initiative whereby 'Proudly Australian' and 'Proudly Natural' decals will line the show floor highlighting these innovative exhibitors.

To help visitors get their hands on must-have new products and technologies, Beauty Expo is introducing a 'New launch' initiative which highlights exhibitors launching new products at expo, or products that have launched within the past six months. Visitors will have no trouble sourcing the latest and greatest trends from leading brands on the expo floor.

New to Beauty Expo for 2019 is the invaluable Advice Hub, offering visitors free, confidential one-on-one support from qualified professionals



on business topics including tax, bookkeeping, accounting, workplace relations and salon insurance. The 20 minute consultations can offer solutions and guidance to salon professionals on what can often be tricky topics to navigate. Whether you're a business owner, manager, or are wanting to open your own salon but have no idea where to start, the Advice Hub has you covered.

Like every year, education is at the forefront of the Beauty Expo experience. Celebrated experts will bring their insights to Sydney to showcase their styles, tips, techniques and talents to the industry's eager professionals. Live demonstrations in makeup, grooming and anti-ageing will take place over two stages on the show floor, which are free for all visitors to attend.

Beauty Expo's highly anticipated education program is a must-see for beauty professionals wanting to expand their skillsets. The program features insightful sessions such as Bernadette Beswick's Consultation Champion Look 'n' Learn which provides visitors with strategies to refine their brand and business goals, engage clients through building and maintaining rapport, and

understand client motivators and needs.

Business growth mentor Justin Herald's Creating a Customer Culture: Be the Salon of Choice Look 'n' Learn is set to be a highlight of the Beauty Expo weekend, giving visitors an understanding of what their clients need in order to stay loyal to their salon, and providing practical methods for salon growth that visitors can seamlessly implement in their businesses.

Back by popular demand, the Face2Face Makeup Awards will reward extraordinary makeup artists for their craft, creativity, courage and passion and with so much action packed into a single weekend, Beauty Expo Australia proves year and year again that it is the ultimate beauty event for Australian industry professionals.

Early bird tickets will be available from 27 May – 19 July 2019.

Beauty Expo Australia takes place on 24 & 25 August 2019 at the International Convention Centre (ICC Sydney).

Visit www.beautyexpoaustralia.com.au for more details.

