

Beauty Expo Australia 2019 Sydney

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. 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.

The list of exciting exhibitors being added to the bill is growing rapidly. A limited amount of floor space still remains at Beauty Expo thanks to its generous location at the International Convention Centre (ICC Sydney), 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.

Today's forward-thinking beauty industry understands the importance of supporting locally sourced and produced products, as well as products that are kind to the environment as well as ourselves. Beauty Expo will be shining a light on exhibitors that will be bringing Australian made, cruelty-free, and natural products to expo, through the 'Proudly' initiative. 'Proudly Australian' and 'Proudly Natural' decals will line the show floor highlighting these innovative exhibitors and helping visitors source their preferred products.

Beauty Expo is introducing a 'New launch' initiative which highlights the exhibitors who are launching new products at expo, or who will be bringing products that have launched within the past six months.

Also new is the invaluable Advice Hub. It offers visitors free, confidential one-on-one support from qualified professionals on a wide range of business topics, including tax, bookkeeping, accounting, workplace relations and salon insurance. The 20-minute consultations can offer solutions and guidance on what can often be tricky topics to navigate.

Education is at the forefront of the Beauty Expo experience.

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

www.beautyexpoaustralia.com.au

Lip filler ad deemed 'irresponsible'

The Advertising Standards Authority (ASA) has banned a lip filler advert published by a UK clinic after deeming it 'irresponsible'.

The ad in question was published with the caption: "Is your daughter beginning to take an interest in lip fillers?" The copy also alluded to dermal fillers being as common to a beauty regime as women visiting a hair salon.

The complainant challenged the language was encouraging children to undertake procedures and undermining their body image.

The clinic argued its clinic was doctor-led and due to an increase in consultations with young customers for the treatment, it wanted to appeal to prospective clients. It also told the ASA the advert was written by a 20-year-old member of staff after expressing concerns from her peers.

The ASA upheld the complaint due to the health implications of the new 'on-trend' cosmetics treatment. Meanwhile, it deemed the text created the impression that risks of lip fillers are only associated with procedures carried out by unsuitable practitioners and was 'normal' for teenagers.

The clinic has been warned not to present lip fillers as normal and safe for young women and teenagers. ♦



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