

The latest to look forward to at **BEAUTY EXPO AUSTRALIA 2019**



AUSTRALIA'S ULTIMATE EVENT for aesthetic professionals is gearing up for its best 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 plethora 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, including Age Delay, Inglot, Lycon, Crown Brush, The Global Beauty Group, Timely, Ultraceuticals, Young Nails, OPI and many more. Beauty professionals will also be treated to innovations from skincare heavyweights Payot, Murad, Babor and Advanced Cosmeceuticals (the distributor of leading brands including Medik8, Lycogel and Mesoesthetic), as well as brand new exhibitors for 2019 including Runway Room and Cryotoned.

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.

It will also be shining a light on exhibitors that will be bringing Aussie made, cruelty-free, and natural products to expo, through their 'Proudly' initiative. 'Proudly Australian' and 'Proudly Natural' decals will line the show floor highlighting these innovative exhibitors and helping visitors source their preferred products.

To help visitors easily find the latest products on the market, 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.

New to the expo for 2019 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 to salon professionals on what can often be tricky topics to navigate.

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.

More in-depth, detailed education sessions covering business, dermal, anti-ageing, professional skills and hands-on workshops are set to be a highlight of the weekend.

Back by popular demand, the Face2Face Makeup Awards will be exemplifying up and coming talent across the Beauty Expo weekend. The competition provides the ideal platform for up and coming artists to drive their careers to the next level as they showcase their skills to expert judges.

Early bird tickets will be available from 27 May 2019, so mark your diaries on the 24 & 25 August 2019 for the country's biggest event of all things beauty!

Beauty Expo Australia takes place on 24 & 25 August 2019 at the International Convention Centre (ICC Sydney). Visit www.beautyexpoaustralia.com.au to find out more details.