

# BEAUTYexpo

## AUSTRALIA



*Understanding your Profile and the Inclusions*

# Your Company Profile



ICC SYDNEY  
DARLING  
HARBOUR

# Your Company Profile

## WHAT'S INCLUDED?

### Digital Beauty Book

The Beauty Book is our digital guide of what to expect at the show. The digital format will go live on our website and distributed to our entire database through our email and social channels pre-show. As an important tool for our visitors to pre-plan their attendance and get a sneak peek at what products to look out for, each exhibitor will receive a logo and a product/service image to go with their profile listing.

Your Beauty Book profile includes:

- 1x Image
- 1x Logo
- Company Name
- Phone/Email/Website Details
- Profile Description from the details you entered in the Edit Profile page



# Web Listing

## WHAT'S INCLUDED?

Your web listing will be shown on the online Exhibitor Directory, this is our digital listing of all exhibitors at the show. Your listing will be available to view at [beautyexpo.com.au](https://beautyexpo.com.au) in the weeks leading up to the show. Each exhibitor will receive one standard web listing.

*\*Profiles are listed in alphabetical order by company name.*

### Your Web Listing includes:

- Company Name
- Company Logo
- Description
- Contact Details
- Links to Website and Social Media
- Product Image and Description
- Product/Category Listing
- Brand Listing

FILL IN YOUR PROFILE  
AS SOON AS  
YOU HAVE ACCESS

BEAUTY  
expo  
AUSTRALIA

16-17 August 2025  
ICC Sydney Darling Harbour

WHAT'S ON BRAND DIRECTORY VISIT EXHIBIT



SYNERGIE SKIN  
CLEAN SCIENCE

## Synergie Skin

### Why visit our stand

Visit the Synergie Skin stand to discover our advanced science-backed skincare and SynTernals supplements. Learn about our innovative ingredients and enjoy exclusive tradeshow gifts!

### Description

Synergie Skin, founded by cosmetic chemist Terri Vinson Jones in 2005, offers results-driven skincare solutions trusted by experts worldwide. In 2024, Synergie Skin expanded into the nutraceuticals market with SynTernals to deliver premium supplements with transformative results. Our Clean Science philosophy harmoniously integrates these elements to promote radiant skin and extended healthspan. As a proudly Australian-made and owned brand, we're dedicated to empowering your skincare and wellness journey with visible results.

### Brands we represent

Synergie Skin, SynTernals

### CATEGORIES (5)

#### Features

New Exhibitor

♥ Add to Plan

Stand(s): E135

### FOLLOW US



### COMPANY CONTACTS

🌐 <https://synergieskin.com>

✉ [info@synergieskin.com](mailto:info@synergieskin.com)

📞 1300 689 619

### COMPANY ADDRESS

17-21 Longford Court,  
Springvale  
VIC

## 1. LOG INTO THE EXHIBITOR HUB

LOG IN HERE

Using your allocated username and password. If you've lost your login details, please contact us at [visit@beautyexpoaustralia.com.au](mailto:visit@beautyexpoaustralia.com.au) and we will resend it to you.



## 2. CLICK ON 'EDIT PROFILE PAGE'

**BEAUTY**  
*expo*   
AUSTRALIA

 16-17 August 2025

 ICC Sydney Darling Harbour

Company Name	Digital offering	Stand location	Stand size	Stand type
RXA TEST 001	Bronze package	F01	1.5 m <sup>2</sup>	-

  
**Edit Profile Page**  
This information will appear in the show website.

  
**Emperia**  
**Lead Capture Services**  
A consolidated list of leads.  
 (Total: -, New: -)

## 3. ADD YOUR COVER IMAGE AND LOGO

**Cover Image Specs:** 1400 x 350px, must be 4:1 ratio, less than 1MB and in jpg format

**Logo Specs:** 180 x 180px, must be less than 1MB and in jpg format

**dermalogica** PRO  
advanced professional-grade skin care



**dermalogica** PRO

**Dermalogica (Australia)**

## 4. FILL OUT YOUR COMPANY INFORMATION

When completing your listing please keep in mind this information will be published on our website which is viewable by visitors and the public. Please ensure your contact information is up to date and phone numbers are in service. Follow the form through, complete all fields applicable and click save when you are finished.

**Display Name \***

DISPLAY NAME HERE

LIFE INSTYLE MELBOURNE - JULY 2020 SPECIFIC

**Why visit our stand**

Tell visitors why they should visit your stand. Maximum 200 characters

MAX 200 CHARACTERS

**Description**

Describe what your company does. Maximum 600 characters

MAX 600 CHARACTERS

Cancel Save

Stand: 2205K

**SOCIAL MEDIA LINKS**

**FOLLOW US**

Facebook Twitter YouTube

LinkedIn WeChat Instagram

**WEBSITE**

**EMAIL**

**PHONE**

**ADDRESS**

**Brands we represent**

Tell visitors all the brands that your company will represent at the show

LIST THE BRANDS YOU REPRESENT HERE

LIFE INSTYLE MELBOURNE - JULY 2020 SPECIFIC

**Filters**

Select items that best represent your company to help visitors find you on the website directory. Other Filters selections might be available in Matchmaking (the section below).

**Product Categories**

Fashion & Accessories - Men's Homewares

**Production Type**

Proudly Australian Ethically Made

Which of the below best describes your product offering / the brands you represent?  
Select only 1

A combination of the above

**VERY IMPORTANT**

This is how visitors will contact you

**ONLY CLICK CATEGORIES THAT APPLY TO YOUR BRAND**

# New Product Directory

## 5. UPLOAD PRODUCTS TO SHOW VISITORS WHAT YOU HAVE TO OFFER

Visitors are now able to search for specific products through our New Product Directory. Add as many products to your profile to show what you have to offer. Upload an image, a title and brief description for each product.

### Gallery of products and services

Add Products



 Upload product image \*

Formats: jpg, png  
Max file size: 25MB  
Minimum: 250x250px

Please ensure you own or have the owner's consent to use this image

UPLOAD YOUR PRODUCT IMAGE

Product name \*

Enter the name of the product. Maximum 50 characters

PRODUCT NAME

Description

Describe the product. Maximum 500 characters

MAX 500 CHARACTERS

### Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

1

Select a category...

2

Upload PDF file

Maximum size 5MB per file.

UPLOAD DOCUMENTS LIKE  
CATALOGUES, LOOK BOOKS OR  
ORDER FORMS ETC

# Styling Your Digital Beauty Book Profile (Task 2)

Images that do not meet the below guidelines will **not** be accepted and will need to be resupplied.

## STEP 1: SELECT YOUR PRODUCT IMAGE

When selecting your Beauty Book image, you must submit product shots only. Images must not include text, logos or collages. Below are some example profiles previously submitted.



P: 0468 330 284  
E: hello@everyou.com.au  
[everyou.com.au](http://everyou.com.au)

[View Full Profile >>](#)



P: 13 82 218 0245  
E: fansea0616@163.com

[View Full Profile >>](#)



P: 0409 665 925  
E: lumixa@fb-dermatology.com  
[dermatology.com/en](http://dermatology.com/en)

[View Full Profile >>](#)

## CHECK YOUR IMAGE CONTENT

See the do's and don'ts of what images should contain.

### TEXT OR LOGOS

Logos or text will not be accepted over images. Branding as part of product packaging is acceptable.



### MULTIPLE IMAGES

Collage images will not be accepted. If you wish to show multiple products these must be a single shot.



## STEP 2: MEASURING YOUR PRODUCT IMAGE

Please see below image specifications for your product image. Image must be square.

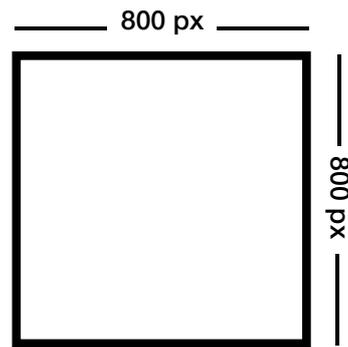
### PRODUCT IMAGE SPECIFICATIONS:

**Size:** 800px wide x 800px high

**Resolution:** 300dpi

**File:** JPEG, TIF

**Colour:** RGB



## STEP 3: MEASURING YOUR LOGO

Logo's must fit within these dimensions, but do not need to fill the entire space.

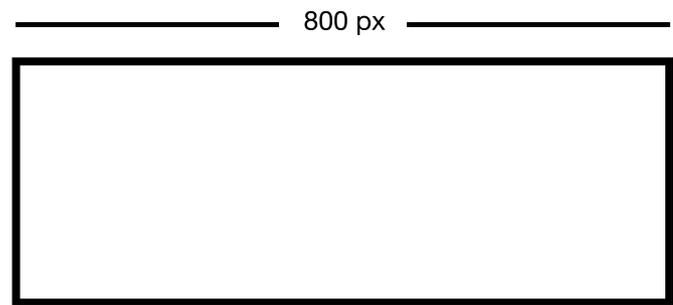
### PRODUCT IMAGE SPECIFICATIONS:

**Size:** 800px wide

**Resolution:** 300dpi

**File:** JPEG, TIF OR EPS

**Colour:** RGB



*NOTE: All logos will be reduced to fit final image area.*

