



# ESTETICA

## BEST IN GERMANY



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SELECTION  
OF THE BEST  
HAIR PRODUCTS  
MADE IN  
GERMANY  
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# ESTETICA BEST IN EXPORT



# ESTETICA

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# THE GERMAN BRANDS THAT DO IT BETTER

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or industry.

Updated version March 2019

**Über den Tellerrand hinausschauen, sich Anderen öffnen sowie Stärken und Vorteile betonen - so sieht moderne Unternehmensführung heutzutage aus.**

**Vor allem, dank der Globalisierung ist der Austausch mit anderen Märkten möglich und zudem notwendig, um erfolgreich zu expandieren. „Think Big“ ist hier das Motto. BIG - das steht auch für Best in Germany von Estetica.**

**In dem Magazin stellen wir einige der namhaftesten deutschen Firmen der Branche im Bereich Tools & Hairstyling vor, mit dem Ziel ausländischen Märkten das Potential dieser Firmen aufzuzeigen. Hierzulande gehören sie zu den Top-Unternehmen, die erfolgreich ihre Marken und Konzepte in der Branche etablieren konnten. Jetzt ist es an der Zeit sich auch international gut aufzustellen.**

**Gerade im Ausland genießen deutsche Unternehmen einen guten Ruf, werden den Deutschen doch in Sachen Arbeit Attribute wie Pünktlichkeit, Effizienz und Genauigkeit zu geschrieben.**

**Estetica als eines der innovativsten Magazine des Friseur-und Beautysektors freut sich deshalb besonders den deutschen Unternehmen als Partner zur Seite zu stehen und dabei zu helfen, ihre Präsenz im Ausland zu verstärken.**

**Natürlich ist das nur der Anfang, sozusagen eine erste Auslese an besonderen Unternehmen, denn der Export wächst und mit ihm die deutsche Beauty-Szene. Bleiben Sie also dran, es geht schon bald weiter....**

Thinking beyond the moment, opening yourself up to the world and emphasizing strengths while working on weak points: this is what business management looks like today. Thanks to globalization, trade with other markets is not only possible, but necessary for successful expansion. "Think Big" is the motto nowadays. BIG – this also stands for Estetica's Best in Germany. In this magazine we introduce some of the most prominent German companies in the field of Tools & Hairstyling, with a view to presenting their potential to foreign markets. In Germany they are among the Top Businesses, having successfully established their brand and concepts in the sector. Now it is time for these companies to successfully establish themselves on an international level. German companies enjoy an excellent reputation abroad, renowned for their work ethic and important qualities like punctuality, efficiency and precision. As one of the most innovative magazines in the hairdressing and beauty industry, Estetica is proud and happy to be a partner of these German companies and to help them consolidate their presence abroad. And this is only the beginning, because export activity is growing and the German beauty sector is keeping pace. Stay tuned!

## A WORLD OF BEAUTY

Figures differ, but the global hair care market is expected to grow between now and 2024, reaching as much as USD 112.57 billion by 2023 and with an average CAGR between 3.35 – 4.1%. So the outlook is positive over the next five years.

We shouldn't be surprised. Although many tend to think that the beauty industry caters mostly to the glamorous or VIPs, the truth of the matter is that it is also built on the products and services that help everyone look their best. Within this single sector there is a vast number of diversified segments that reach far beyond just make-up, hair color, and perfume... touching everything from skin cleansers and shampoos to ear and nose hair clippers, manicure pedicure enamels and tools, even furnishing and salon outfitting. We must take into account that the term 'salon' can be pretty generic, as many establishments also specialise as barber shops, waxing franchises, massage franchises and more. This means that the possibilities are endless.

Social media and digitalization have also upped the ante, as the world is becoming smaller and smaller, making it is easier to reach new clients and markets than ever before. And for a company to grow, it is

important to understand what is happening not only on local or domestic markets, but on international markets as well.

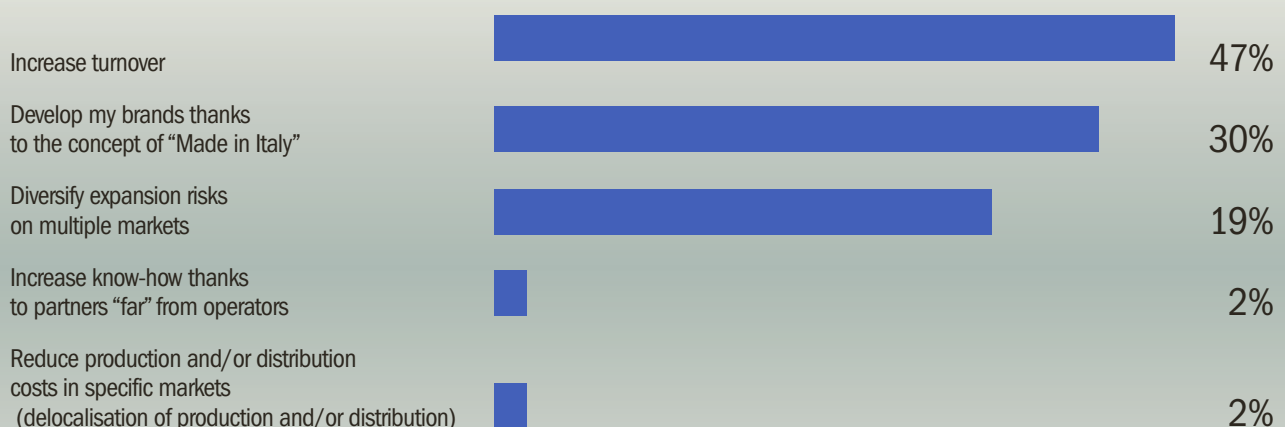
How is the hairdressing industry faring in the Americas, in Europe, Australia, and Asia? Who is importing and who is exporting? How globalised is the market? How can a company decide where to venture next and what products or services to offer?

### ENGAGE!

Nowadays, no matter where in the world, the looks clients want tend to be driven by both local and international celebrity trendsetters every season, influencing the industry to keep pace through new products, colors, and innovations.

A substantial number of youths are exposed to these trends and grooming methods on social media platforms. There is a constant flow of information, imagery, and opinions, often on a global level, at our

### REASONS WHY ITALIAN ENTREPRENEURS DO BUSINESS ABROAD



Source: drafted by the Centro Studi Cosmetica Italia based on statements of operators interviewed online.



| GDP FOR FORECASTS<br>BY AREA AND WORLD TRADE<br>(REAL VAR.%) |            |            |
|--|------------|------------|
|  | 2018       | 2019       |
| <b>Consolidated economies</b>                                | <b>2.1</b> | <b>1.7</b> |
| USA  | 2.9        | 2.3        |
| Euro Zone  | 1.9        | 1.2        |
| Japanese   | 0.7        | 0.7        |
| <b>Italy</b>   | <b>0.9</b> | <b>0.5</b> |
| <b>New economies</b>   | <b>4.6</b> | <b>4.2</b> |
| China  | 6.6        | 6.0        |
| Middle East  | 1.7        | 2.1        |
| Central Europe   | 4.3        | 3.2        |
| Russia   | 1.6        | 1.5        |
| Latin America  | 0.9        | 1.4        |
| <b>World GDP</b>   | <b>3.7</b> | <b>3.3</b> |
| <b>World trade</b>   | <b>4.1</b> | <b>2.9</b> |

Source: Prometeia

fingertips and in real time. Some of these still come in from the latest red carpets or international fashion weeks, but more and more our first and second circle of friends, and even a universe of bloggers and virtual influencers are driving street trends. The wide fluctuations in hair styling trends are driving the global professional hair care market, along with the popularity of the "DIY" hair styling trend among consumers, which has drastically increased the consumption of professional hair care products in developed markets. For example, companies planning to enter the Chinese market would do well to visit Weibo the No.1 platform for so-called "Beauty KOL", or the beauty bloggers, followed by throngs of female consumers who leave product reviews, convinced that this is a more reliable source than the press. The absolute hottest source of "micro-influencers", like Kimiss in China for example, is also revolutionising marketing. A company sends its products to the Kimiss community and they write comments and critiques on the Brand/Products.

## GLOBAL GROWTH

The hair and beauty industry is creating growth opportunities for suppliers and manufacturers of hair care products, as confirmed by market players who are expanding their operations in developing countries like China and India, where the hair care industry is booming.

Europe accounted for the largest market share of about 34.5% in the global haircare market, most of which can be attributed to the presence of developed economies such as the U.K., Italy, and others. The Americas accounted for the second largest market share, while Asia Pacific is expected to grow at the fastest CAGR of 3.81%. The presence of promising opportunities and economies that continue to develop are driving the market within this region.

In any case, it has been noticed that even though consumers may become more price conscious during times of economic difficulties, they never actually stop spending altogether. And in markets like China and India, where the middle classes are growing, especially in major cities, there is more disposable income than ever, making them viable prospects, especially for specific lines of products.

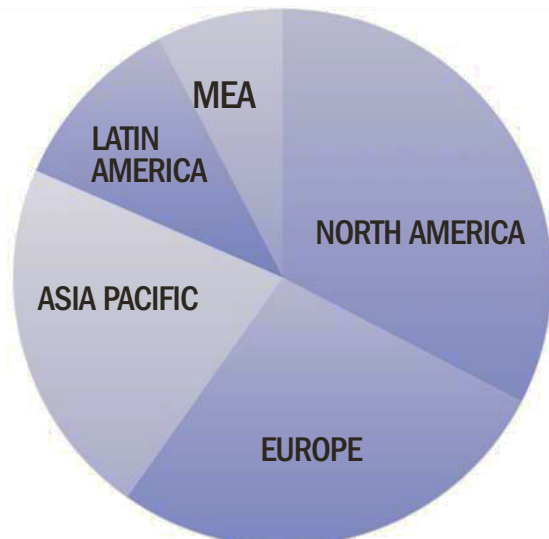
Zion Research confirms that Asia Pacific is projected to be among the fastest growing regions, owing to young people who prefer to invest in health and wellness services, personal appearance, and activities offering peace of mind and relief from stress. Also, owing to droves of the rural population moving to metropolitan cities and the rising disposable income of people in countries such as China, Japan, and India, spas and beauty salons services in this region are expected to grow.

For example, Cosmetics Italia's Beauty Trend Watch September 2018 Report states not only that China is the country with the most rapid growth rate in the world in the beauty sector, but that 58% of the Chinese declared their penchant for a more expensive product, while 36% of Chinese consumers opt for premium brands. These are consumers who live by the principle: you get what you pay for!

## THE "ME & THE PLANET" TREND

The bespoke and eco-sustainable markets will most likely be driving most of the haircare market worldwide. For an article written for [www.forbes.com](http://www.forbes.com), Richard Kestenbaum isolates three circumstances unique to the beauty industry in general: 1) women are exploring new products and brands, seeking out artisanal and natural products; 2) young independent

**GLOBAL HAIR CARE MARKET SHARE BY REGION, 2016 (%)**



www.grandviewresearch.com/industry-analysis/hair-care-market  
Indagine congiunturale 7/2/19 Pagina 2 e 14

brands and entrepreneurship are causing a surge in creativity; and 3) beauty multinationals are acquiring smaller companies at high values because they feel threatened by what consumers want nowadays. Then we must take into consideration the differentiation of products within each segment to meet the needs of specific skin tones, textures, allergies, age, hair type, color, and gender – sometimes even the time of day or the occasion. Then globalisation and mass migration and increasing number of multiracial individuals are opening up markets for products formulated for specific ethnicities all over the world.

The website [www.cosmeticsbusiness.com](http://www.cosmeticsbusiness.com) notes that these small, niche brands are catering more and more to personalised needs and offering customised solutions, mostly because they are more in touch with consumer lifestyle choices.

These targeted products are not developed solely for the salon professional. Today common consumers are increasingly savvy in their selection of purchases, experimenting with different products before settling on something that works for them – whether it be a shampoo or even a particular salon – and deciding on a brand that they will stick with loyally. So producers tend to differentiate not only product performance, but also take into account demographic markets, price points, and manufacturing processes.

Moreover, with the sharpening awareness of climate change and other ecological issues, many people are seeking out organic foods and products. This shift in market demand also presents a challenge for manufacturers to adapt existing products and develop innovations to second the growing health concerns of consumers. This means that the hair care is continuously engaged in research and development to formulate new, more effective and safer products. One result is that over the past few years, herbal hair care and other niche segments have been gaining a foothold and increasing in popularity because of consumers' heightened awareness about the ill effects of harsh chemicals and substances. ([www.statista.com](http://www.statista.com))

Indeed, consumers worldwide are opting for products that guarantee no animal testing or are all natural or organic. And today more than ever, consumers are willing to pay a premium for niche products that give them precisely what they want.

Labels are increasingly flaunting ingredients such as aloe, avocado, honey, almond and coconut oil in hair care formulations for products that sound good enough to eat. In markets like India and China, with their age-old traditions in herbal health and beauty remedies, consumers are shunning chemical ingredients with complicated names for natural oils and botanicals and companies are taking the hint, opening laboratories on site to benefit from this know-how.

The website [www.euromonitor.com](http://www.euromonitor.com) claims that the growing demographic of senior consumers is becoming a strategic priority for beauty players, as over-60s “in countries where historically young societies have started to age rapidly, such as Vietnam, Saudi Arabia or Singapore, opportunities are opening up for beauty players with portfolios tuned for the needs of senior consumers.”

According to the data published by WHO, the global population of 65 years and above is expected to rise from 7% in 2000 to 16% in 2050. Aging causes loss of volume, hair thinning, and dryness due to less oil production. There will therefore be an increase in the demand for products to cover grey hair, add shine and softness. China has already confirmed



a rising demand for colouring owing to this ageing demographic, marked by a huge growth for this service in the men's category, especially in the age group 35-45.

## SPEAKING OF COLOUR

Hair color is expected to witness the fastest growth with a CAGR of 3.81% over the forecast period owing to the changing fashion trends. These products have gained popularity and visibility among female and male customers alike thanks to celebrity endorsements. Advertisements on social media platform, televisions and other platforms have a huge impact on end-users. Moreover, increasing penetration of national and international salons in Tier II and Tier III cities in the Asia Pacific, EMEA and North America regions is expected to increase the demand for the colors.

According to [www.klinegroup.com](http://www.klinegroup.com), stand-alone bond builder treatment services also saw double-digit growth in the UK and Ireland. "This is not really surprising given that it has become a necessity due to the current trend of hair color extremes," comments Paula Gottdiner, project manager at Kline. Indeed, given the popularity of color service worldwide, products designed to provide color-related benefits are also demand. For example, shampoos for color care comprise 25% of all category sales.

## THE DOWN-UNDER REPORT

In spite of the fact that new markets and a growing population have aided industry demand and revenue growth and there has been a heightened interest in male grooming that has benefited the industry over the past five years. The website <https://industryarc.com>

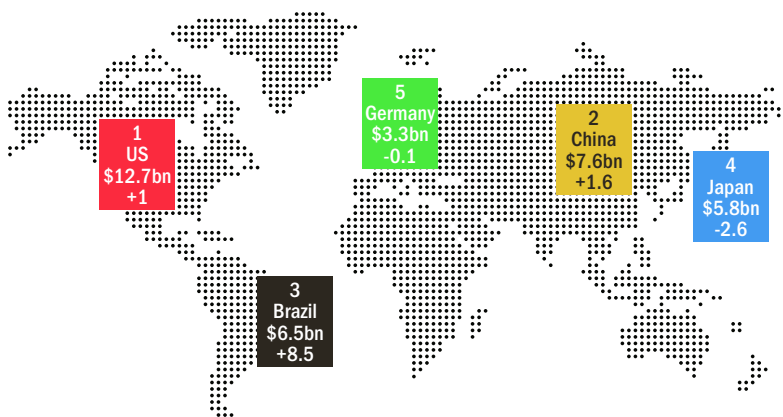
reports that the Australia is going through a period of relative stagnation, most likely due to weak household income growth and declining consumer sentiment that hindered revenue growth over the period. According to [www.mordorintelligence.com](http://www.mordorintelligence.com), part of the problem may be a highly competitive and mature market space for hair care, highly unique preferences, and even an increased awareness and tendency to shun products with one or more harmful ingredients, including silicones.

Moreover, the industry's geographic distribution is very closely correlated with population size and spread. Hence, hairdressing and beauty salons tend to be located in densely populated areas where they can have guaranteed access to potential consumers. According to [www.statista.com](http://www.statista.com), the market forecast envisions 0.7% annual growth (CAGR 2019-2023), which is in any case much lower than the expected overall global growth of 3.35 – 4.1%.

Yet ever optimistic, the Australian Government published a report (<https://www.austrade.gov.au/International/Buy/Australian-industry-capabilities/consumer-goods>) declaring that, while the Aussie economy may be a bit sluggish, consumers worldwide are instead responding well to the purity and quality of Australian products – including anything from body and hair products, sunscreen, and anti-ageing products.

*"Australia's harsh environment means products have to contend with varying climatic conditions, such as intense sun exposure and extreme humidity. As a result, Australia is a highly respected supplier of sun protection and sunless tanning products that are recognised for their adherence to stringent standards as well as their anti-ageing properties."*

Ethical consumerism is also boosting the demand, and it so happens that Australia is recognised by consumers as having a clean and green environment where quality natural products manufacturers can source local botanical ingredients like tea tree and eucalyptus. Here key growth can be found in hair products, men's grooming products, baby products, dermatological products, aromatherapy, natural products and sun care.



# THE BARBER SHOP EXPERTS AND EXCELLENCE

1o1Barbers is among the leading specialized companies that offer services and products for barber shops in Europe. There is a good reason for this: since 2003, when it was established by Micha Birkhofer, now chief executive officer, the company has been active in shaping a barber-shop culture in German-speaking countries in Europe. 1o1Barbers stands out for delivering exclusive services for barbershops, special know-how, industry specific knowledge and for the launch of the German Barber Awards (2015-2016) as well as the spin-off International Barber Awards (2017).

Pure and authentic handcrafted barber work, with a love for details, quality and sustainability: this is the unique philosophy that has guaranteed the relentless success of the company so far.

Among the activities of the company there is also the selling and marketing of brand products: they support all brands with

excellent active marketing like shows and fairs, which are always exciting. Hairdressers and barbers can benefit from the consulting and coaching services offered by 1o1Barbers, in order to successfully implement the “Barbershop” salon concept. Professional education and development is an asset that 1o1Barbers supports and develops through its own 1o1Barbers Academy, which offers a wide range of courses and workshops.

## EDUCATION FOR BARBERS

1o1Barbers in collaboration with one of the most prominent international barber schools, the LJK International Barber School, offers a new workshop concept for barbers. Salvador Chanzá, founder and owner of the LJK International, is the specialized director

Right,  
President  
Micha  
Birkhofer.



## ABOUT US

**Company Name:**

**1o1Barbers**

**Company Address:**

1o1 Barbers, Seewiesenstr.  
25, 71334 Waiblingen,  
Germany

Tel.: +49 (0) 7151 133950

E-Mail: [info@1o1barbers.com](mailto:info@1o1barbers.com)

**Website:**

[www.1o1barbers.com](http://www.1o1barbers.com)

**Started in:**

2003

**Founder & CEO:**

Micha Birkhofer

**Number of employees:**

about 20 employees

**Selling of brands from**

**Germany/Switzerland/ Austria:**

Vasso (Europe), Reuzel, Vision  
Haircare (gents and unisex  
line), Kasho, Takara Belmont,  
Barbicide, Proraso, DrK Soap,  
Andis, Floid, Alvarez Gomez  
and Austria





of the 1o1Barbers Academy and he manages this unique professional development concept to promote the “barber art” on an international level. In workshops and courses specifically developed for barbers, held at the academy branches in Düsseldorf, Bonn and Stuttgart, hairdressers and barbers can acquire in-depth knowledge and top-quality skills in many specific subjects, such as men's haircuts, shaving, beard care, head massage and styling.

## **INTERNATIONAL SOUL**

1o1Barbers is also active in the selling of selected men's care products and professional barber tools, such as hair clippers, trimmers, brushes, dressings, small capes and an original line of beard brushes. In connection with the International Barber Awards, the company has expanded its range of global activities and now it is working on a strategy to increase the sales volume of other interesting product brands for men on an international level. With the German Barber Award 2015, 1o1Barbers created the first platform for German-speaking countries, where barbers could show their expertise and specific skills to a wide

## **REASONS WHY**

- **Longstanding experience in the barber business**
- **Founder and organizer of the International Barber Awards**
- **Global interaction with hair care companies, salons and barbershops**
- **Selling of exclusive brands for men**
- **Professional support for barbers**
- **1o1 Barbers Academy with 5 branches in Germany**
- **Strong international PR and communication for brands and events**
- **Big international barber community and strong social media interaction**
- **Regular attendance at big fashion shows and specialized fairs**



audience. The launch of the competition was a complete success, so it will be held again in 2017 with a much bigger event. Having received many applications from abroad, the fight for the position of best barber will be held on an international level with the “International Barber Awards” during the Haare, the trade fair for hairdressers, barbers and beauticians in Nürnberg. Meanwhile, the event has become a magnet which attracts media attention all over Germany and also beyond national borders. Sezer Soylu, winner of the GBA 2016, has said about it: “I received congratulations from all over the world, from a lot of people, also people I did not know at all. Suddenly I achieved so much

popularity in the media, that is television, magazines, newspapers and Internet, and I met so many interesting people. A lot of new opportunities arose for me. I am very grateful for the support I have received by 1o1Barbers. Thanks to this experience, I will be able to open my own barber shop in October 2017. I am a member of the 1o1Barbers Academy and this makes me absolutely proud and happy”. Soylu’s experience is an example of the great opportunity that this award and the attendance of 1o1Barbers Academy can offer to motivated barbers who wants to strive for success and shine for their talent and professional development.

## STAR PRODUCTS

### The company offers:

- Consulting services for salons and salon outfitting
- Professional sales of exclusive men brands: Vasso, Snip-a-man, Reuzel, Takara Belmont, Kasho, Barbicide
- Workshops for barbers







# 101 BARBERS

THE BARBERSHOP - EXPERTS



Barber Furniture



Barber Education



Exclusive Brands for Men



Founder of International Barber Awards



BARBICIDE®



TAKARA BELMONT

SINCE 2015  
SNIP A MAN  
men's grooming company



# EDDINE BELAID



## SWISS LUXURY FOR THE BARBER'S SUCCESS

Design, luxury and uncompromisingly high quality: these are the main characteristics of Traditional Zürich, the brand created by Eddine Belaid. Eddine Belaid's ambition is to deliver only the best to his customers and to create true luxury treatments for men. As he was not satisfied with the products which were commonly used in barber shops, he has developed the haircare product line Traditional

Zürich in collaboration with a professional Swiss laboratory. This successful product line is now esteemed not only by the refined and demanding customers of his four barber shops in Zurich, which is the headquarters of his business, but also by a wider clientele. With the brand Traditional Zürich he meets the taste and needs of fashion-conscious gentlemen and he has therefore achieved a resounding success all



### ABOUT US

**Company Name:**

**Eddine Belaid – Traditional Zürich**

**Company Address:**

Alfred Escher Str. 23 / 8002 Zurich / Switzerland

**Website:**

[www.tradional-zuerich.ch](http://www.tradional-zuerich.ch)

**Started in:**

2008

**President and Founder:**

Eddine Belaid

**Number of employees:**

about 20

**Brand:**

Traditional Zürich

over Switzerland. These exclusive products stand out for their top quality functionality and some of them are real innovations on the market of men's grooming products.

### INTERNATIONAL TOP QUALITY

Eddine Belaid, top quality hairstylist and founder of the exclusive brand Traditional Zürich, is among the leading figures of the industry. His salons based in the Swiss metropolis, his Barber Academy and his own barber cosmetics line Traditional Zürich are evidence of his pioneering role and his ability to apply innovative concepts and creativity to





his professional practice. Among his clients there are many international celebrities of the music, film and television industry and popular designers and models. Therefore Eddine Belaid is very active in the show business and regularly attends fashion shows, shoots and events in Paris, London and Berlin.

### NO-COMPROMISE QUALITY

A fundamental point of Eddine Belaid's philosophy is "no compromise": only the best quality is acceptable. After having established his brand Traditional Zürich and four exclusive luxury barber shops in Zurich, he launched the first «Color Room» in Switzerland. To make his successful barber shop concept available to other hairdressers and barbers, he developed the Traditional Zürich Franchise System for barber shops in 2017, the first franchise of which has already opened in Wädenswil. The secret of his success is his foresight and his excellent ability to foster and support the professional development of his staff, which takes place in the barber school he founded in Zurich. This professional academy is attended not only by hairdressers coming from Switzerland, but also by professionals coming from all over the world to learn his excellent barbering techniques with no-compromise quality.



In this page, Eddine Belaid salons and institutional images.

## REASONS WHY

- Long experience in the field of professional barber services
- 100% made in Switzerland
- The products are developed in a Swiss laboratory
- Full range of specific products for men
- The brand creates a new luxury standard for men
- Full marketing range with high professional trend collections
- Swiss quality

## STAR PRODUCTS

### ATTITUDE AND STRONG DEVELOPMENT

The success of his salons and his business concept say it all: Eddine Belaid knows how a business can achieve complete success. He increasingly demonstrates his ability to be a forerunner; this is particularly evident in the great hair-fashion collections for men and women which are published in the most popular and prominent fashion magazines all over the world. His international success is already a fact and Eddine Belaid is looking for partners with whom he can launch his brand Traditional Zürich on an international level. This will establish his 100% Swiss top quality as a standard in the luxury men care products worldwide.

### TRADITIONAL ZÜRICH

This range of beard care products was developed in collaboration with a Swiss laboratory. It includes peeling products, shampoos, oils, creams, after-shave and care products.

#### Beard Peeling Gel

It helps to restructure beard hair and skin. The quartz sand removes all impurity and dead skin cells, cleans the skin under the beard deeply and perfectly, leaving a cool and pleasant feeling.

#### Sandalwood Luxury Shampoo

Accurate cleaning product for wax and gel treated hair; with almond oil.

#### Beard Luxury Treatment and Forming Cream

Soothing and anti-inflammatory effects for beard and skin; moisturizing action; fine natural ingredients and oils for top-quality results.

#### After-Shave Recovery Mask

Soothing and caring mask to be applied after shaving; suitable for sensitive skin; with shea butter and bee wax.

#### High Class Shaving Oil

With apricot oil, jojoba oil and castor oil; it prepares the skin for shaving and protects it.



#### Luxury Beard Shampoo

Specifically developed for dry hair and dry skin; with shea butter, anti-inflammatory complex and natural oils; moisturizing and soothing action.

#### Mustache Oil

It contains shea butter and is perfect for beard and mustache styling.

#### Real Sandalwood Parfum

Sandal wood perfume with a pleasant and sweet touch; exclusive for men.





TRADITIONAL ZÜRICH  
- elegance and extravagance -

grooming products especially for  
gentleman's requirements



[www.traditional-zuerich.ch](http://www.traditional-zuerich.ch)



# GLYNT



## NATURE AND SCIENCE: EXCLUSIVE QUALITY

GLYNT is a salon exclusive hair cosmetics brand from Germany. More than 10,000 top salons around the world are currently working with GLYNT. In 2017, it has been ranked as the best German hair cosmetics provider for the fourth consecutive time. Hans Conzen Kosmetik GmbH, the company behind GLYNT, was founded in 1968 by Hans Conzen. Since then, this family-owned company has always been independent. The registration of the brand GLYNT, old-German for “shine”, in the early 1980s set the course for today’s success. Today’s CEO, Stephan Conzen, is the original founder’s son. At the beginning, the company mainly produced dermatological products,

in particular skin cosmetics for children and adolescents with skin problems. Building upon that experience, it found its way into the hair cosmetics market in the early 1970s. GLYNT is now planning to broaden its portfolio of international distributors.

### EXCLUSIVE QUALITY

The company philosophy is mainly based on three pillars. First, it concentrates on what is essential to modern hairdressers: a compact portfolio of high quality products, which is 100% salon exclusive. Second, Hans Conzen Kosmetik GmbH sees itself as a modern link between nature and science: 100% product

### ABOUT US

**Company Name:**  
**Hans Conzen  
Kosmetik GmbH**

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Pinneberg - Germany  
Tel. +49 4101 37 33-0  
Fax: +49 4101 37 33-11  
Mail: [info@glynt.com](mailto:info@glynt.com)

**Export Contact:**  
Marc-Denis Ruecker  
Head of International Sales  
Tel. +49 4101 37 33-49  
Mail: [d.ruecker@glynt.com](mailto:d.ruecker@glynt.com)

**Main export destinations:**  
Austria, France, Switzerland,  
Denmark, Iran, UAE, Poland

**Website:**  
[www.glynt.com](http://www.glynt.com)  
[www.grahamhill-cosmetics.com](http://www.grahamhill-cosmetics.com)

**Main Brands:**  
GLYNT, GRAHAM HILL

**Established in:**  
1968

**CEO:**  
Stephan Conzen

**Number of employees:**  
120

**Turnover 2016:**  
22 Mio. €

**Core business:**  
cosmetics, colour systems  
and salon products



performance is the benchmark; botanical ingredients are often the way to get there. Third, the company strives to deliver a “high quality but reasonable price” with attractive trade margins for salons and affordable prices for end users. In view of this, all products are exclusive in terms of quality, but not in terms of price.

Right, external  
and internal views  
of the company.



## EXPERIENCE AND INNOVATION

The GLYNT product portfolio does not only include highly effective care and styling products, but also a compact portfolio of professional salon products like the GLYNT Shadows colour system or the internationally renowned GLYNT bleaching powders. At the beginning of 2017, GLYNT successfully launched their new and revolutionary product line Trijuven, a three-step therapy to rejuvenate both chemically treated hair and natural hair. Trijuven works not only on the cuticle, the outer part of the hair, but also in the cortex, the inner part. The resulting effect allows hairdressers to work on stressed hair safely. Moreover, GLYNT supports its customers with a wide range of marketing material to successfully establish Trijuven as the new beauty routine for their clients. In addition, Hans Conzen Kosmetik GmbH has recently expanded its product portfolio with the new grooming line for men, GRAHAM HILL. Inspired by the legendary racing icon GRAHAM HILL, the product line is the best choice for style-conscious gentlemen. It is currently made of 17 different products that have been segmented into three categories: Cleansing & Vitalising, Styling & Grooming and Shaving & Refreshing. Among these, Stowe Wax Out Charcoal Shampoo and Rascasse Beard Wash Cleansing Powder are the highlights for top barbers. While the black Stowe Wax Out Charcoal Shampoo has the rare ability to thoroughly rinse out all kinds of pomade, Rascasse Beard Wash Cleansing Powder is the world's first enzyme powder for an extra-mild beard wash.

## REASONS WHY

- Voted by salons as Best German Hair Cosmetics Supplier in 2013, 2014, 2015, 2016
- 100% Made in Germany
- 100% Salon exclusivity
- Full range of products
- High quality at a surprisingly reasonable price
- Compact product portfolio with limited capital lockup
- Products tailored to daily salon needs
- Focus on both high efficacy as well as a maximum tolerance
- State-of-the-art product formulations
- Only ingredients with proven effects

## STAR PRODUCTS



### 1. Shadows

One of the most modern hair colour systems in the market, 70 shades, and endless creativity.

### 2. Platinum Bond

A bleaching experience that will redefine your quality expectations; perfect with Shadows Energizer 2%.

### 3. Revital Care Series

Natural "botox" for chemically treated hair; Revital Regain Milk is excellent.

### 4. Glynt Derma Care Series

The versatile remedy for scalp irritation and dandruff; Derma Regulate Shampoo is one of the best.

### 5. Nutri Care Series

The one-stop-shop for dry and damaged hair; Nutri Oil Elixir is a must-have; Malibu Smoothing Cream: lightweight anti-frizz cream.

### 6. Rok Spray Foam

Versatile spray foam for strong volume on the roots or creative texture effects.

### 7. Spider Cream

Flexible styling for variable texture and light hold.

### 8. Diamond Shine Spray

Reflective spray for silky shine, which will make your styling success directly visible.

### 9. Vita Day Cream

The salon blockbuster - moisturizing styling cream for hold & fullness.

## TRAINING AND EVENTS

Hans Conzen Kosmetik GmbH considers training as an essential part of the professional practice in this sector, because hairstylists and salon owners should keep updated on the latest fashion trends and product innovation in order to deliver a premium quality service. With this in mind, the company organizes a 3-day workshop on colour techniques for colour experts, who can enrol directly through the company website. For the seventh consecutive time, the Capelli Group with Thorsten Hussfeldt



and the GLYNT Artistic Team have toured together to 8 German cities on the Trend Tour Cut and Style 2017. Under the slogan "Break-free", Thorsten Hussfeldt presented three different ideas of cut: Shortcut, Shortbob and Longhair; they are suitable to different lengths and allow versatile styling options.







# GLYNT<sup>®</sup>

SWISS FORMULA

[www.glynt.com](http://www.glynt.com)



## RELIABLE DISTRIBUTORS & HIGH-QUALITY HAIR CARE

HACO GmbH & Co.KG was founded in 2008 out of a passion for creating a new family for hairdressers worldwide and today is the distributor of two successful hair cosmetic brands.

### THE VISION

A global professional partner for hairdressing salons with a family atmosphere. This is the market promise that our motivated employees keep again and again, every day. With high-quality, long-lasting products Made in Germany, tailored to everyday life in the salon, both brands - "be keen on hair" and "me mademoiselle" - continue to increase their

appeal as reliable suppliers of hairdressing companies and sales partners. The success of HACO GmbH & Co.KG is founded on the vision of the company founder and the commitment of all the company's employees and sales partners to this same vision.

### THE MISSION

Globally, HACO GmbH & Co.KG is a reliable German partner, fulfilling all of the requirements of 'Made in Germany'. Customers are met on an eye-to-eye level with a high degree of professionalism. Fair and businesslike dealings with employees and sales partners are the key to success, along with cooperative thinking and action.

With great passion and enthusiasm, new products tailored to the daily work in the salon are researched and developed continuously. Moreover, products are backed by a distinctive training system for safe handling and use. Training is carried out by a first-class, globally-recognized creative team.

### ABOUT US

**Company Name:**  
**HACO GmbH  
& Co.KG**

**Company Address:**  
Fasanenstr. 42  
10719 Berlin  
Tel. +49 30 577 004 38  
Mail: [info@friseurhaus.berlin](mailto:info@friseurhaus.berlin)

**Website:**  
[www.me-mademoiselle.com](http://www.me-mademoiselle.com)  
[www.keen-hair.com](http://www.keen-hair.com)

**CEO:**  
Annegret Ewald

**Main Brands:**  
"be keen on hair"  
and "me mademoiselle"



CEO Annegret Ewald is determined to provide salon professionals around the globe with the best products.





## AT THE HELM

Annegret Ewald, CEO of HACO GmbH & Co.KG is the driving force behind these products. “Hair stylists are architects and designers of beautiful hair,” she says, “With our professional products hairdressers make hair beautiful and people happy.” Expert hair care and creative styling are performed by skilled hairstylists. The cut, trendy styling and high-quality, magnificent colours all combine to achieve the ultimate transformation of the client. Hairstylists make people both beautiful and happy, and HACO GmbH & Co.KG contributes to this with excellent products! “My family has been working in the hairstyling business for more than 79 years and given it all our love and respect,” continues Ewald, “So we are proud of the fact that all of our products to date have been researched, developed and produced in-house. We embody the motto of ‘Made In Germany’, so hairstylists can work miracles with their hands and push the limits of their creativity.”



## REASONS WHY

- **Passion for hairstylists and customers**  
**100% Made in Germany**
- **Long-standing family tradition of collaboration with hairstylists**
- **Corporate mission based on the essence and culture of the hairstyling**
- **Professional products developed in collaboration with hair care specialists**
- **Top-notch educational team**





Two brands that encourage hairdressers to push their creative limits.

## STAR PRODUCTS

### Keen

Be keen on hair offers a full range of professional hair care products consisting of 120 shades 100 ml permanent colours, 56 shades 100 ml permanent colour without ammonia, 6 shades of trendy gelcolour, a wide range of care products "be keen on keratin.." and a small styling line. The product assortment makes it easy to select the best solution for the client at hand and is easy to use.

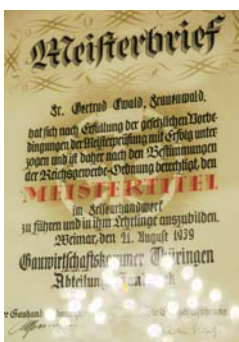
### me mademoiselle

The new 'me mademoiselle' product line focuses on the passion for coloration. With its 181 shades of 60ml permanent colors, it allows hairdressers plenty of room for creativity to reach the desired result. Everyone loves coloration. Together with the friends you make at 'me mademoiselle' hair care - consisting of 19 different products - hairdressers and end clients are free of worries as they help to solve hair and scalp problems on daily basis.

Each product is backed by professional expertise and a quality guarantee in more than 20 countries across the world. The company boasts personnel and collaborators who all cultivate a passion for beautiful hair and is looking forward to welcoming more members in this global family.



me mademoiselle - Sortiment



# coloration is live

I colorate with my name.

## name

181 shades, up to 100% grey coverage.  
Permanent hair colors with a power care cocktail mixed out of rice protein, wheat protein, keratin, argan oil, vitamin B7 and precious stone dust.

name: The professional coloring concept meets the highest standards in intensive, long-lasting color results with high brilliance.

181 shades  
keratin  
argan oil  
shades



more information:  
visit our homepage: [www.me-mademoiselle.com](http://www.me-mademoiselle.com)

New partners worldwide are  
anytime welcome!

E-Mail: [export@me-mademoiselle.com](mailto:export@me-mademoiselle.com)  
Tel.: +49 (0)30. 577 004 38

HACO GmbH & Co.KG  
Fasanenstr. 42 · 10719 Berlin · Germany

precious  
stone dust  
long-lasting color results with high brilliance



# LA BIOSTHETIQUE

LA BIOSTHETIQUE®  
PARIS

## EXCLUSIVE COSMETICS AND FOCUS ON PEOPLE

Paris has always been a magnet for fashion, beauty and pleasure. With its elegant headquarters near the Champs-Élysées and the Arc de Triomphe, the brand La Biosthétique Paris is in the best location to be a leader in creative trends and to work at the service of beauty and fashion-conscious people. This family-run company has offered exclusive high quality hair and skin cosmetics products for decades and has developed the intellectual concept of "The Culture of Total Beauty", which is the hallmark of La Biosthétique today. Its creator, Marcel Contier, a beauty visionary par excellence, started experimenting with basic natural substances in his former

company Laboratoire de Biologie Esthétique back in the early 1950s. His goal was to create products which can give people a feeling of total beauty and wellbeing, but at the same time help to protect natural resources by using effective natural ingredients. He implemented his vision and created the meaningful name "Biosthétique", by combining life science (bios) with people beauty (aesthetics). Marcel Contier has found a perfect business partner in Siegfried Weiser, who supports the human focus of the company and conceives new, revolutionary and ground-breaking business approaches with the precious help of his sons Jean-Marc and Christopher Felix.

### ABOUT US

**Company Name:**  
**La Biosthétique  
Paris**

**Company Address:**

Headquarters:  
Paris, rue de Tilsit,  
Arc de Triomphe  
Production and logistics  
site: Laboratoire  
Biosthétique Kosmetik  
GmbH & Co. KG  
Gülichstraße 1-5  
75179 Pforzheim, Germany  
Tel: +49 (0)7231 / 456-0  
Tel/fax: +49 (0)7231 /  
456-299  
Email: info@  
labiosthetique.de

**Website:**  
www.labiosthetique.com

**Main Brands:**  
La Biosthétique, Botanique

**Established in:**  
1950s

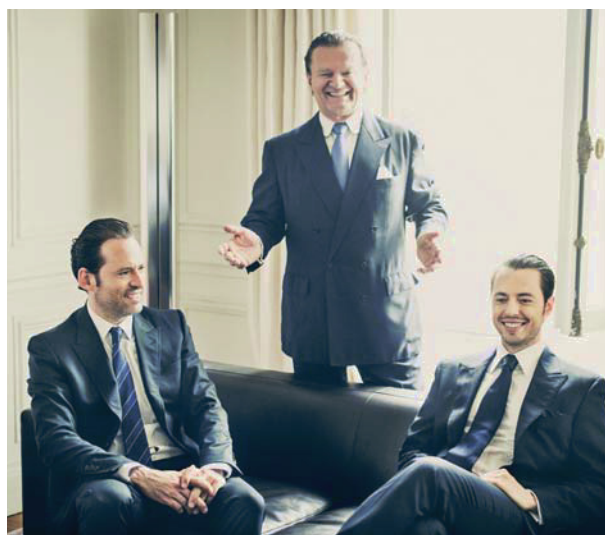
**President:**  
Siegfried Weiser

**Number of employees:**  
500

**Global salon partners:**  
8000

**Core business:**  
hair, skin and make-up  
products

**Subsidiaries and  
distribution partners:**  
Austria, Switzerland, Italy,  
Spain, Denmark, Benelux,  
Great Britain, France, Asia,  
Australia, Columbia, Eastern  
Europe, Russia and Canada



### A SUCCESSFUL PARTNERSHIP

Supportive pillar of the unique success concept of this company is the long-standing trust between the company owners and their customers, who are hair and beauty salon owners and who have been loyal to this brand for years. La Biosthétique Paris products are



Right, some institutional images by La Biosthétique.



exclusively available from these partners or from the company's online shop. In addition, La Biosthétique salon partners receive an excellent support in terms of training, customized salon design, as well as participation in public and private charity events. The extent of this humanitarian cooperation is demonstrated by the Société Française de Biosthétique community, which has more than 2,500 member salons in German-speaking countries. Regional and national meetings are organized to foster the sharing of knowledge and experience and to encourage the creation of a social network, as well as to support young talents and enhance the enduring competitiveness of member companies.

### THE CULTURE OF TOTAL BEAUTY

What makes La Biosthétique Paris so special is its range of premium segment products and services tailored to the needs of salon customers in terms of fashion, elegance and lifestyle. Partner salons celebrate “The Culture of Total Beauty” by using and selling La Biosthétique Paris premium quality hair, skin, body care and make-up products and services.

The professional care package ranges from first-class haircuts to trendy individual styling, gentle colouring systems, exclusive hair care, make-up products, cosmetics and wellness treatments, which are sometimes performed in separate cubicles.

## REASONS WHY

- **The Culture of Total Beauty**
- **Family-run company**
- **Social sustainability**
- **Products are exclusively sold in international hair and beauty salons**
- **Natural ingredients and premium quality**
- **Focus on family values**
- **Customer loyalty**
- **Salons are valuable, essential partners and ambassadors of the brand**



Above, the La Biosthétique headquarters in Paris.

## STAR PRODUCTS

### FOCUS ON EDUCATION

La Biosthétique coiffeurs stand out for their high-level qualifications earned in international academies. They are not only continually trained in the latest developments of their service spectrum, but they also have the opportunity to acquire a further training certification as colourists, make-up artists and beauticians. Since 2011, the German stylists of La Biosthétique can even earn an exclusive degree as “Coiffeur Master of Management” at the University in Pforzheim.

La Biosthétique Paris also organizes exclusive and glamorous events, such as the highly publicised “International Beauty Stylist” Award, which takes place in Paris every year. Moreover, La Biosthétique regularly attends

### Botanique – Pure Nature

The new La Biosthétique range pays homage to the power of nature: the skin and hair care products exclusively achieve their effects only with the use of valuable plant essences. The science of life (Greek “bios”) and striving for beauty (“aesthetics”): these are the building blocks of the name La Biosthétique and the integral parts of all La Biosthétique products. Botanique Pure Nature is a hair and skin care range that proudly contains natural, sustainable formulations, something that is reflected by four labels: 100% natural cosmetics (certified by ICEA), 100%

free of animal ingredients (certified by Vegan), 100% free from alcohol and animal ingredients, production in accordance with Muslim criteria (certified by Halal), 100% Global Social Responsibility (La Biosthétique's own seal). The 11 hair and skin care products of Botanique Pure Nature provide Intense, Gentle and Balancing results and the products are split into the following categories: Intense Shampoo, Intense Mask, Intense Hair & Scalp Oil, Intense Styling Cream, Gentle Volumising Shampoo, Gentle Conditioner, Gentle Styling Mousse, Gentle Cleansing Gel, Balancing Shampoo, Balancing Toner, Balancing Cream.



big fashion events. It took part in the Berlin Fashion Week in July 2017, where it was official hair & make-up partner at the Marc Cain SS 2018 fashion show, at the Lana Mueller SS 2018 fashion show at the House of Weekend, and it styled the VIP guests of the magazine event.



LA BIOSTHETIQUE®  
PARIS

# Botanique

PURE  
NATURE



Ginseng  
*Panax ginseng*



Ginkgo  
*Ginkgo biloba*



Lavendel  
*Lavandula hybrida*

Intense  
(dt. anregend)



Minze  
*Mentha spicata*

Aloe Vera  
*Aloe barbadensis*



Balancing  
(dt. ausgleichend)



Jojoba  
*Simmondsia chinensis*



100 % zertifizierte Naturkosmetik  
für Haar und Haut

Vegan, ausschließlich mit natürlichen Aromen, ohne  
Parabene, ohne Silikone, ohne Mineralöl, ohne Sulfate  
und ohne Zusätze von Alkohol.



In ausgesuchten Friseur-Salons und auf  
[labiosthetique.de](http://labiosthetique.de)



## INNOVATION AND NATURE AT THE SERVICE OF EXCLUSIVITY

This family business has more than 30 years of experience on the professional hair care market. Having gained experience from the distribution of another brand, Sexy Hair, and having launched his own hair colour in 2005, Dirk Droege, the owner of the company, decided to develop his own professional hair care brand with the help of a small circle of international hairdressers and stylists. His dream came true in 2013 with the launch of Newsha, a brand which is entirely focused on innovation and nature and which features an exclusive development of top-selling products without exceeding in niche items, a selection of the most precious ingredients, 360° support for continuous salon development, an ecologically sustainable product system and finally products with 100% salon exclusivity.

### ENGAGEMENT, INNOVATION AND NATURE

Behind Newsha there is a young and very motivated team who takes its clients seriously and is always available for them. Newsha loves to inspire and is always ready to explore new horizons. The company constantly listens to hair-stylists around the world to be one step ahead; therefore it has a deep understanding of their needs and has developed clever solutions for salons, based on this knowledge, awareness and expertise. Newsha offers customized and 100% effective products and services which are developed exclusively for salons and are always capable of putting the emphasis on innovation, attracting new clients and promo-

### ABOUT US

**Company Name:**  
**Newsha GmbH**

**Company Address:**  
Elbestraße 5 - 7  
45478 Mülheim a. d.  
Ruhr, Germany  
Tel. +49 208 5944916-0  
E-Mail: info@newsha.de

**Website:**  
www.newsha.com

**Established in:**  
2013

**Founder:**  
Dirk Droege

#### Export destinations:

Austria, Switzerland,  
The Netherlands,  
Luxemburg Belgium,  
Italy, Portugal, Malta,  
Ukraine, Poland,  
Czech Republic,  
Slovakia, Taiwan,  
China, South Korea,  
Chile, UAE, Iran,  
Saudi Arabia, Kuwait,  
United States

#### Main brands:

Newsha



ting growth. The company team is able to spot the newest trends, to smartly identify niches and develop innovative products. Newsha works only with selected natural ingredients and all the products are paraben and sulphate free and are not tested on animals. These products are sophisticated and elaborated, but easy to apply and absolutely effective. The company





makes every effort to implement sustainable production processes in order to protect the environment, while reaching a top quality level and striving for perfection and exclusivity.

## INTERNATIONAL DISTRIBUTION

Not even one year after the first launch in Germany, Newsha decided to expand internationally in 2014. The brand attended the most interesting trade shows in the world and successfully started to work with partners who could properly represent Newsha, respect its guidelines and philosophy, be part of the family and share the success of the brand. The company offers customized solutions for each country, tailor-made marketing support and exclusive distribution in the territory. The team sets a launch schedule for local distributors, from registration until 12 months after the launch, and develops a business plan together with them. Newsha is and will remain an exclusive salon brand, therefore it is supplied to clients on the professional salon market only. It is essential for the company to carefully select the salons in this market, in order to ensure the development and longevity of the brand. To guarantee a global price stability and exclusivity Newsha has only one online shop, the Newsha B2C online shop. This is connected to the different merchandise management systems of the distributors. In order to support distribution, Newsha offers a broad range of merchandise materials and educational support to its partners.

In this page, some hairstyling images by Newsha and an internal view of a Newsha salon in Germany.



## REASONS WHY

- **Salon exclusive product range**
- **Products and production processes are cruelty free and mostly vegan**
- **The product range is made of high-end products with natural ingredients**
- **Professional awareness and maximum product effectiveness**
- **Highly effective In-Salon treatments**
- **Full educational support and customized solutions for distributors**



## EDUCATIONAL SUPPORT

The corporate professional education team gives 100 % support to their partners. Education and training are essential for hairdressers to be always up to date and to master the latest trends and techniques. Education is an asset and is a key factor for the successful Newsha launch in a country. The 90° Academy is the right place where hairdressers can develop their creative passion and receive complete support. The

## STAR PRODUCTS

### Rescue System

It consists of a rescue system fluid (step 1), a nanotechnology complex which is made of keratin obtained from plants and important amino acids, and a rescue system treatment (step 2), a rich blend of plant extracts which contains keratin, wheat, corn and soy proteins to restructure, protect and give new strength to damaged and stressed hair.

highly effective amino acids, the hair will be immediately straightened and considerably restructured.

### Color Watch System

The revolutionary and reliable Color Watch System will carry you through the colouring or bleaching process, while protecting the hair, revitalizing and strengthening it and immediately repairing any possible damage caused by colouring and bleaching treatments. In addition the system extends the duration of the hair colour.

### Bondi Bleach System

It's the perfect choice for dreamy blonde without any risk. The benefits are evident: multiple



academy professional educators assist corporate partners and distributors with regular sound advice in person at the Academy, or via email or telephone in each country. The educational offer also includes webinars.

### Straightening System

This Straightening System guarantees an enviable straight hair structure for at least 6 months. This salon exclusive treatment is based on the patented Triple.S Liquid. Thanks to the action of five

bleaching processes are possible on the same day, it brightens up to 7 levels, ensures maximum protection, very precise and easy application, no swelling, no dry out.





NEWSHA

PRIVATE  
HAIRCARE

# BLONDE WITHOUT RISK BONDI BLEACH SYSTEM

THE INTELLIGENT BLEACHING  
combines maximum brightening  
and protection all in one.



- » Multiple bleaching processes possible on the same day!
- » Maximum brightening up to 7 levels possible!
- » Maximum protection ensured!
- » Exact and easy application: no swelling, no dry out!
- » Treatment time and application remain as usual!

CONTACT:  
NEWSHA GMBH | ELBESTRASSE 5-7 | 45478 MUELHEIM AN DER RUHR  
FON +49 (0)208.5944916-0 | FAX +49 (0)208.5944916-9  
INFO@NEWSHA.DE

     [WWW.NEWSHA.COM](http://WWW.NEWSHA.COM)

# OLYMP

**OLYMP®**  
BEST SALON INSPIRATION

## PERFECT WORKPLACE SOLUTIONS

The Herzog family has been developing and shaping the reputation of the hairdressing industry and the outfitting of hairdressing salons all over the world for four generations. This is due to the family strong innovative spirit, their understanding of quality and keen sense of how market and society are changing. Olymp, a family-owned company which can boast more than 115 years of history, has

bundled its strengths since 1901 to create lifestyle trends and to maintain design excellence as well as optimum processing quality in a fast-paced and trend-driven market. The company has developed into a leading global player over several decades and has become the German market leader in salon furniture. With its more than 40 international partners worldwide Olymp has given the



Above, from left to right:  
Marc, Fred and Dr. Jan Herzog.



### ABOUT US

**Company Name:**  
**Olymp GmbH & Co. KG**

**Company Address:**  
Hohenheimer Str. 91-97,  
70184 Stuttgart - Germany  
Tel. +49 711 2131 0  
Email: [service@olymp.de](mailto:service@olymp.de)

**Website:**  
[www.olymp.de](http://www.olymp.de)

**Established in:**  
1901 by Carl Herzog

**Managing director:**  
Marc Herzog,  
Dr. Peter Wenzel

**Number of employees:**  
about 90

**Main brands:**  
Olymp, HairMaster

**Export:**  
40 international distributors worldwide

**Core business:**  
furniture and appliances for hairdressing salons

hairdressing industry the reputation of being innovative and is renowned as a reliable family-owned company.

### FAMILY PROMISE

The Herzog family has had a big impact on the hairdressing industry and has managed to position the Olymp brand with a strong sense of family tradition and values. It is a uniquely solid, reliable, personal and authentic brand: each salon outfitting is a personal promise made by the owners. Highest quality, excellent service and professional support in every detail make up this promise to their clients



and international partners. As one of the leading furniture and appliance manufacturer, Olymp is 100% dedicated to the professional hairdressing industry. Nearly 100 employees set German quality as the standard for worldwide distribution. More than 7000 items in stock and a 10,000 m<sup>2</sup> logistic centre are essential factors to achieve a well-organized global presence. Inspirational, quality-focused and successful distributors are always welcome. The journey started in 1901 and is still going on.

### PERFECT WORKPLACE

«Perfect design and first-class product quality are the strategy to achieve success and therefore also to outline a sustainable future. This applies also to employees. Attractively designed salons draw new employees and provide a workplace they are proud to work in. If you set your course by focusing on quality and design, you will be able to handle the challenges of the future much more easily», says Marc Herzog, Managing Director and Shareholder of Olymp. A good design is characterised by aesthetics, order, functional consistency and exquisite quality of the materials. A perfect design combines beauty and user quality to create a holistic experience. This perfection is achieved with their own strengths, which means that all products are conceived, designed, developed and tested within the company itself. All the stringent requirements of day-to-day hairdressing life, in terms of aesthetics, suitability for daily use, ergonomics and robustness, are completely



Above, the exclusive quality by Olymp.

## REASONS WHY

- **More than 115 years of experience in the hairdressing industry**
- **100% family owned and 100% made in Germany**
- **Premium-quality manufacturer**
- **Sustainable production and high-end sourcing**
- **Own product development and engineering**
- **17 international design awards**
- **Excellent service and support attitude**

## STAR PRODUCTS

fulfilled. The Olymp furniture product portfolio includes styling chairs, shampoo stations, styling stations, reception desks as well as colour bars and retail areas, in order to create a perfect workplace.

### PERFECT TOOLS

Olymp offers also a complete range of premium quality salon technical appliances, such as blow-dryers, straightening irons, clippers and trimmers. The range of products includes also an original product patented in 1989: Olymp HairMaster, the first hood-dryer and infrared appliance all in one. Olymp products are awarded for excellence: they have been honoured with 17 international awards, spread out in all product categories, as they are a strong reference for excellent quality and outstanding design. These

### Styling Chair Mellow

Its name is intended to suggest a soft, gentle, soothing effect. With its dynamic, flowing forms, it has the allure of a cocktail chair. The back shell is ergonomically shaped and offers good support and pleasant sitting posture. The forward-sweeping upper shell offers a comfortable support for the arms. The lightweight chair can be combined with a 5-foot base and a round baseplate. The Mellow chair was awarded for its unique design with the Interior Innovation Award 2015 - Winner and The Good Design Award 2016.

### HairMaster

It offers a combination of infrared device and hood

versions, glass, stainless steel and lighting.

Square Premium allows the accommodation of free-standing solutions as well as combinations of close-to-wall stations.

### HairMaster Dryer x1e

With its ergonomically-designed soft-touch handle and integrated designer pad, the Dryer x1e has a powerful AC motor. The maximum power is 2100 W / 230 V. There are three temperature settings and the fan has 2 speed settings. Two styling jets are included. A special diffuser is available as an accessory.

The filter can be removed to change the filter fabric. This product comes with a 3 metre power cable with anti-kink protection.



numerous Design Awards are the evidence of a product which is internationally recognised in terms of its design, functionality and quality, certainly one of the best in its category. Based on this excellence, Olymp has developed as a very reliable business partner successful collaborations with the most important haircare brands in many countries.

dryer- dual functionality, paired with cutting-edge technology and excellent design. HairMaster helps hairstylists in every step of their daily activity.

### Styling Station Square Premium

The popular table-top styling station concept has been enriched by the addition of white-glass side panels, working surfaces in many design-

### ColourCareCentre/Island

The laboratory system is divided into classic wall solutions (Center) and freestanding island solutions (Island). The German Design Council awarded the Olymp ColourCareCenter / ColourCareIsland with the German Design Award - Special Mention 2016. This laboratory system was also awarded with the Interior Innovation Award 2015 – Winner.



# Create your own world. Be different.

OLYMP GmbH & Co. KG  
Hohenheimer Straße 91-97  
70184 Stuttgart | Germany  
Phone + 49 711 2131-0  
service@olymp.de

**OLYMP®**  
BEST SALON INSPIRATION

**OLYMP  
International**

**America**  
Canada  
Panama  
USA

**Europe**

Austria  
Belgium  
Bulgaria  
Cyprus  
Czech Republic  
Denmark

**Estonia**

Finland  
France  
Great Britain  
Greece  
Hungary  
Ireland

**Latvia**

Lithuania  
Malta  
Norway  
Poland  
Portugal  
Russia

**Sweden**

Switzerland  
Slovakia  
Slovenia  
Spain  
The Netherlands  
Turkey

**Ukraine**

**Asia**  
India  
Singapore  
**Middle East**  
United Arab Emirates  
Israel

[www.olymp.de](http://www.olymp.de)

## SCIENTIFIC RESEARCH & SOCIAL RESPONSIBILITIES

Reinhold Hofmann was a 21-year old ambitious hairdresser when he opened his first salon in Nuremberg in 1979. His expertise and his ambition led him on the way to success: in 1990 he was the owner of three big salons with more than twenty employees. Based on his everyday professional activity and the feedback received from his clients, he realized that most of colouring systems had limits in terms both of quality and quantity. Therefore he conceived the ambition of developing a new and more effective colouring system, which could be gentle to hair and the environment at the same time. In 2003 he established Hairlike Distribution Service GmbH and with the creation of the brand Pur Hair his ambition became a reality: he started to produce eco-friendly hair colours which are handy to apply and produce a convincing outcome. In 2006 a complete Pur Hair styling series was launched on the market and after five years of intense scientific research the

professional hair care series Pur Hair Organic came into being. Finally in 2017 PUR MEN, an exclusive styling and care range especially for men was launched. And after long and intense research, the new standard of hair coloring PUR HAIR magic shield colour was becoming a reality.

### NEW STANDARDS

In close collaboration with a research group of chemists and scientists, Reinhold Hofmann has been able to achieve new standards in colouring, bleaching and cleansing. Researchers are constantly looking for new and better ingredients, the development of new textures is based on in-depth knowledge and it is subjected to strict quality control and testing procedures. The research laboratories that work on the organic, care and styling products are based in California, whereas the ones designated to the colouring products are based in Italy.

### ABOUT US

**Company Name:**  
**Hairlike Distribution Service GmbH**

**Company Address:**  
Max-Reger-Straße 170,  
90571 Schwaig, Germany

**Website:**  
[www.purhair.com](http://www.purhair.com)

**Established in:**  
2003

**Managing Director:**  
Reinhold Hofmann

**Export destinations:**  
Portugal, Spain, Belgium,  
Netherlands, Switzerland,  
Austria, Romania, Sweden,  
Slovakia, Poland, Denmark  
and Singapore

**Main brands:**  
Pur Hair Organic, Pur Hair  
Basic, Pur Hair Colour, Pur  
Hair Magic Shield Complex,  
Pur Hair Style and in the near  
future Pur men



Left, President  
Reinhold  
Hofmann.







Left,  
hairstyling  
by Pur Hair.

The Pur Hair Organic product range is unique in the hair cosmetics sector, because it has both protecting and regenerating effects. Pur Hair Organic care products strengthen and thicken stressed and damaged hair and restore its resilience and vitality.

The Pur Hair colouring systems contains the “Magic Shield Complex”, a formula based on a combination of valuable ingredients which guarantee a perfect, stable and luminous outcome, by not only being gentle to the hair, but by protecting and strengthening it. The coloration cream spends active ingredients that penetrate the hair structure and protect it during the colouring process, which has perfect and long-lasting results.

The Pur Hair bleaching powder is based on a new technology containing a strengthening agent which supports and protects the hair structure during the bleaching process. It is the first bleaching powder with a system that interconnects and restructures the hair fibres, making them more resistant, even after multiple bleaching processes. It lightens up to seven tones and allows several consecutive bleaches in one day on healthy hair.

## REASONS WHY

- **Sulphate and paraben-free products**
- **All products contain 22 amino acids**
- **Naturally hair keratin can be regenerated by 99%**
- **Advanced research and development**
- **Social and environmental responsibility**
- **100% vegan ingredients**
- **Products developed by hairdressers for hairdressers**



A view of the  
inner workings of  
the company.

## SOCIAL RESPONSIBILITIES

The company assumes cultural, social and environmental responsibilities, both global and local. Pur Hair products are 100% vegan, not tested on animals and therefore included in the PETA's official list of Cruelty-Free Cosmetics. In addition, the company works actively to protect the environment, by using recyclable materials and applying production procedures which prevent environmental and air pollution. The corporate culture takes social commitment very seriously. Social commitment does not only mean fair trade, fair prices and proper business conduct, but it is also a heartfelt wish to thank people for their choosing the brand, give something back to



them and actively help those in need. Pur Hair is active in supporting the AIDS foundation in trade fairs and events. A special commitment is dedicated to children; for example, Pur Hair colour black line donates part of its turnover to child protection projects in Germany.



## STAR PRODUCTS

### Reconstructor

A highly effective and fast-acting deep protein conditioner, which rebuilds chemically damaged and porous hair immediately. Keratin amino acids and certified organic extracts such as algae, green tea, and cucumber strengthen the hair, so it is not only stronger only stronger, but also shinier and healthier.

### Chemical Balancer

After every single chemical process, it sets the pH value at a natural level and seals the hair cuticle.

### Volume Shampoo

This sulfate- and paraben-free volume shampoo is ideally used for fine and thin hair. It mildly cleanses the hair and removes substances which weigh the hair down. Keratin amino acids and certified organic extracts such as rosemary, algae, and ginkgo biloba give maximum volume, radiance, and bounce.

### Detangler

A light and creamy conditioner for all hair types, which intensifies the hair's radiance and smooths the hair shaft. The hair becomes extremely easy to brush and gets shine and suppleness without being weighed down.

### Moisture Shampoo

A soft, sulfate- and paraben-free moisture shampoo for colored, dry and naturally curly hair. The hair will become more supple, shinier and more flexible. The hair color will last longer.



**PUR HAIR.®**  
Creating Premium Hair Products

# *The Art of organic Hair Cosmetics*

## Haircare Products with certified organic ingredients

For our products we only use natural and certified organic ingredients such as pomegranate or algae extracts, ginkgo biloba or green tea. We work completely without silicones, sulfates, or parabens. Furthermore, our products are 100% vegan – they do not contain any animal ingredients and have never been tested on animals. Therefore, we are part of PETA's official list of Cruelty-Free Cosmetics.



# TRINITY+



## QUALITY AND A PASSION FOR PEOPLE

Trinity haircare finds its origin in Switzerland. The company is proud to be Swiss and to be able to show some of the typical features Switzerland is known for across the world, such as superior quality products, clean, modern and functional design and strong focus on environment, nature and people. With an international team of professionals with their own specialist skills and experience, the company tries to incorporate its Swiss roots and Swiss characteristics into every project, product and activity, from Research and Development to packaging, through the quality and functionality of all their products. One of the main endeavours of the company is to represent a complete and consistent Swiss identity, by being loyal to its values and principles. However, it shows the same great respect for its suppliers', distributors', partner salons' and customers' identity, because the main focus of this brand is on people.

### SWISS IDENTITY

The brand was established in 2007 and immediately achieved resounding success in Germany, Austria and Switzerland. Thanks to the outstanding quality of the product line and the company attendance at international conventions and shows, European markets soon noticed the young and creative haircare brand.

Started as a Swiss based R&D laboratory, the company established a 40,000 sqm logistic location at the latest standard managed with SAP software in the south of Germany. Additionally, the Marketing Department teamed up with international colleagues from Germany and Holland. This skilful and creative crew focused on one mission: positioning Trinity haircare broadly in medium and high-end salons in Europe and worldwide. In order to achieve this, the brand chose a communication strategy in modern social media, but also

### ABOUT US

**Company Name:**  
**Trinity haircare AG**

**Company Address:**  
Rorschacher Str. 150  
9000 St. Gallen  
Switzerland  
Tel.+41 (0) 71 351 74 - 66  
Fax +41 (0) 71 351 74 - 68

**Website:**  
[www.trinity-haircare.com](http://www.trinity-haircare.com)  
[www.tailorsgrooming.com](http://www.tailorsgrooming.com)

**President:**  
Robin Schenke

**Main Brands:**  
Trinity haircare – Tailor's Grooming

**Main Export Destinations:**  
Germany, Holland, Belgium, Greece, France, Russia, Portugal, Czech Republic, Slovakia, Slovenia, Serbia and Austria



Left, President Robin Schenke.







in traditional channels, by sponsoring some television formats and a number of sports events and teams. A great achievement for the development of the brand was the recruitment of Robin Schenke. At the beginning the experienced sales professional took on the position of Export Manager but quickly moved to a higher level. He took on the company management, successfully introduced it in more than 20 countries and made it a well-known and respected brand in the professional hair-care market worldwide. Charity is an utmost concern for Trinity, which supports a variety of projects in the fight against cancer. The company is also concerned with environmental protection, sustainability of all materials and production processes and the continual professional development of the haircare professionals. The Trinity's European Artistic team has enhanced the educational expertise of the brand. This group of hair artists who come from different European countries is responsible for the development of trend-setting collections, techniques and products, but most of all the perfect training for clients in all the markets where the brand is active.

In this page, Trinity hairstyling images and some events attended by the Company.



## REASONS WHY

- **Passionate, individual, friendly service**
- **Swiss Quality Products**  
**100% salon exclusive – more than an empty promise**
- **The colour experts**
- **High profile Research and Development**
- **Full range of products – everything a salon needs**
- **Appealing Trend Collections twice a year**
- **Trinity Trophy – Challenge for your creativity**



## VISION, MISSION & STRATEGY

Trinity vision is to become one of the leading brands in today's professional haircare market, not in terms of size or turnover, but in terms of brand recognition, brand awareness, and most importantly brand value. The company's greatest ambition is to be one of the most well-known and respected brands in the professional haircare market worldwide. Trinity's mission is to sell and promote 100% Swiss salon exclusive premium quality products in today's professional haircare market, with a personal touch and with a clear focus on education, training and support, to foster partner salons' success and constant growth. Trinity strategy is to create a strong and cooperative network of suppliers and distributors who understand, live and foster the Trinity vision and mission and are in line with the company policy and values. This Trinity global network should promote the Trinity brand and distribute its products by supporting partner salons.



## STAR PRODUCTS

### VDT Cream Hair Colour

140 shades for intense, brilliant and long-lasting results with the key ingredient Vibrant Care Complex with Jojoba oil, beeswax, pomegranate core oil, linoleic acid and the pigment-booster Pyrazol for perfect coverage while protecting hair and scalp.



### Tailor's Clay

Strong hold and matte finish for every type of hair. This unique styling tool with bamboo extract and silica is the one and only real clay. Its stunning creamy texture gives firm hold, form and texture. Perfect for short cuts and for everybody who likes a natural and strong look.



### One12 multi-action spray

12 benefits in only one product: nourishes, detangles, eliminates frizz, acts anti-static, protects the colour, adds volume, seals cuticles, protects from environmental stress,

seals ends, reduces blow-drying time, hinders cellular ageing and leaves hair brilliant and shiny. Contains a blend of precious natural Argan oil, Macadamia oil and Nyamplung oil.







TRINITY  
h a i r c a r e

# RAWMANTIC

The latest Trend Collection of TRINITY haircare Fall & Winter 2017/18



quality.  
passion.  
you.

TRINITY haircare AG  
Rorschacherstrasse 150-152  
CH-9000 St. Gallen

Tel. +41 (0) 71 351 74 - 66  
[office@trinity-haircare.com](mailto:office@trinity-haircare.com)  
[www.trinity-haircare.com](http://www.trinity-haircare.com)

A SWISS BRAND



## COMFORT AND STYLE FOR EVERYDAY SALON ACTIVITY

This is a young company with a staff who can boast many years of professional experience: Niels Kauffeld, hairdresser entrepreneur and owner of the “Kaiserschnitt Friseure Göttingen” salon, Jens Kunze, IT-specialist, Sandra Teal, the American inventor of the device, and Anna Bauer, contact person for Marketing and Design. They have launched an innovative and stylish product for hairdressers, barbers, hair-stylists and make-up artists, to improve their functionality, creativity and productivity. After an immediate resounding success, the company is currently looking for distribution partners all over the world and is open to

various partnership solutions. It is also possible to establish one’s own label and customize the brand.

### COMPANY MISSION: BRILLIANT IDEAS

Sandra Teal was 25 when she fell in love with the creative power of hair styling and realized that she wanted to be a hairdresser. At a hair show she noticed that the hair artists were hanging their hair pins up on their clothes or their jewellery. This certainly limited their freedom of movement. She thought that it could have been very useful to have a wristband, where hair pins could be comfortably attached and removed. It seemed to be a sensible solution to hold scissors, bobby-pins, make-up brushes and combs as well. Therefore she developed a prototype and tested it for

### ABOUT US

**Company Name:**  
**Wristband-Arts**

**Company Address:**  
Wristband-Arts GbR  
Am Papenbusch 11  
37181 Hardegsen  
Germany  
Email: [office@wristband-arts.de](mailto:office@wristband-arts.de)  
Tel: +49 55 05 84 69 90 7  
+49 172 18 15 75 2

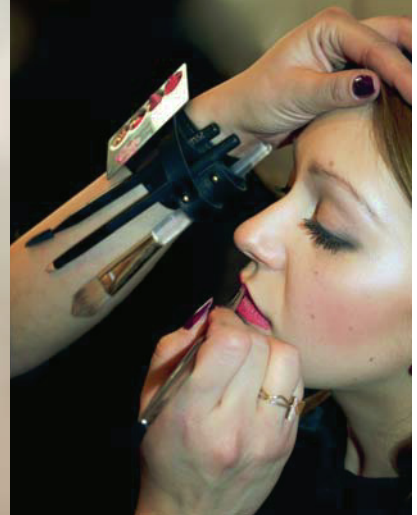
**Website:**  
[www.wristband-arts.de](http://www.wristband-arts.de)

**Started in:**  
2017





In this page,  
some images  
that show the  
utility of Magnetic  
Wristband.



two years, in order to guarantee that the magnet strength, the pockets size and the fastening for scissors were suitable, effective and reliable. Finally she launched her Original Magnetic Wristband on the market and she immediately realized that her customers needed a whole range of wristbands suitable for different needs. She designed her product range, which has been further developed in the following years in order to improve functionality and wearing comfort. It did not take long before this brilliant idea reached Europe. The innovative product was first noticed by Niels Kauffeld, a German hairdressing entrepreneur and salon owner in Göttingen. Looking for a useful device to prevent his trousers from tearing every time he put a tool in their pockets, he did a search on the Internet and accidentally came across a photo taken at an American Hair Show in which this wristband was worn. He was so thrilled that three weeks later he was trying it at work and realizing how effective it was: it reduced unnecessary actions, increased functionality and made it easier to work on clients' hair. As he wanted to distribute it in Europe and make it available to the whole salon industry, he got in touch with Sandra Teal and started the successful business collaboration that has made the Wristband product range well-known and trusted by salon professionals.



## REASONS WHY

- **Developed by hairdressers for hairdressers**
- **A young company with extensive professional experience**
- **Tools can be used more efficiently**
- **No more damage caused by friction against clothes**
- **More freedom of movement while working**
- **Interesting offers for distribution partners, for example free brand**

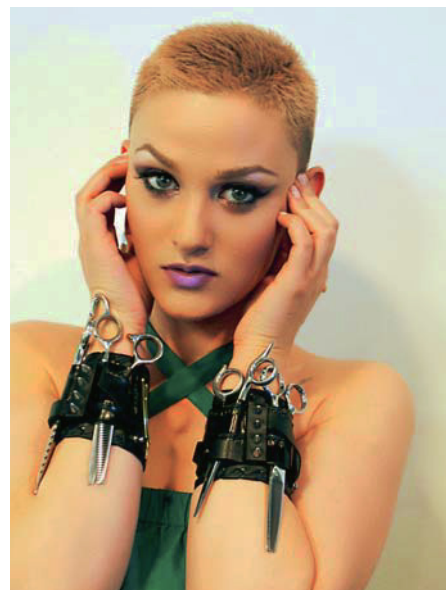
## NEXT TO THE PRO

The product is a magnetic wristband made of a mixture of micro-fibre and genuine leather, provided with stainless steel studs. Three or four strong magnets guarantee that scissors are safely secured and clips can be attached to a magnetic surface. There is also a device to open hair clips, slots and straps with Velcro for an easy fastening of make-up brushes and a supplementary magnetic surface to attach the "make-up tablet". As the wristband can be cleaned with bleach free disinfectant towels, the device is antibacterial and hygienically safe. At the moment there are three versions and four sizes available: XS, S/M, L and XL. The extension called Armorizer, the premium model, gives users the possibility to customize their wristbands. Moreover, the product is constantly updated and further developed. The advantages are undeniable: salon professionals who wear this device do not have to carry heavy trolleys which are always in the way and from which tools can

## STAR PRODUCTS

### Original Salon Wristband

Special wristband for professional hairdressers, barbers, hair stylists and make-up artists. As it is extremely comfortable and handy, this accessory allows professionals to have all the tools they need literally at hand: scissors, trimmers, combs and make-up brushes. All this is included in a convenient device which is made of genuine leather and is available in a



Above, the double possible usage of Magnetic Wristband.



fall. They no longer tear their trousers. They do not have to wear heavy loads on their belt and have complete freedom of movement, which improves their creative power, professional self-confidence and productivity.

whole range of different models and sizes. The underlying magnetic plates enable scissors, tweezers and other small metal objects to be attached and easily reached, thus avoiding laces or knots which would be a hindrance.





## HI, I'M THE WRISTBAND

- I AM**
- < an innovative tool for hairstylists, makeup artists and barbers
  - < a comfortable accessory with flair
  - < available in 3 models and 4 sizes
  - < made of a microfiber mix and real leather and accented with stainless steel studs
  - < antibacterial and easy to clean
- I CAN**
- < revolutionize the way you work and make your routine more comfortable
  - < hold your scissors, clips, hair pins, combs, and brushes
  - < easily open your clips with the "wrist nip"
  - < be extended with the "makeup tablet"
- WITH ME**
- < your tools are always where you need them most
  - < you're guaranteed powerful hold, thanks to strong, built-in magnets
  - < your clothes have extra protection from daily wear and tear
  - < you'll enjoy new-found sense of movement
  - < you'll be sporting the latest salon accessory
  - < you never want to go back to the old way of doing things



INNOVATION FOR YOUR CRAFT

DEVELOPED BY HAIRSTYLISTS FOR HAIRSTYLISTS

VISIT OUR SITE FOR MORE INFORMATION OR TO ACCESS THE SHOP

[WWW.WRISTBAND-ARTS.DE](http://WWW.WRISTBAND-ARTS.DE)

# 2019/2020 CALENDAR

## ANNIVERSARIES, NOVELTY AND INNOVATION. IT'S FAIR TIME!

**2019**

**MARCH**

**15-18**  
**COSMOPROF**  
**WORLDWIDE BOLOGNA**  
Bologna (Italy)  
[www.cosmoprof.com](http://www.cosmoprof.com)

**28-29**  
**BEAUTY FORUM SLOVAKIA**  
Trencin (Slovakia)  
[www.beauty-fairs.de](http://www.beauty-fairs.de)

**29-31**  
**BEAUTY DÜSSELDORF**  
Düsseldorf (Germany)  
[www.beauty.de](http://www.beauty.de)

**30-31**  
**TOP HAIR INTERNATIONAL**  
Düsseldorf (Germany)  
[www.top-hair-international.com](http://www.top-hair-international.com)

**30-1**  
**EXPOCOSMÉTICA**  
Porto (Portugal)  
[www.expocosmetica.exponor.pt](http://www.expocosmetica.exponor.pt)

**30-1**  
**AMERICA'S BEAUTY SHOW**  
Chicago (USA)  
[www.americasbeautyshow.com](http://www.americasbeautyshow.com)

**APRIL**

**1-2**  
**PROFESSIONAL**  
**BEAUTY KOLKATA**  
Kolkata (India)  
[www.professionalbeauty.in](http://www.professionalbeauty.in)

**6-7**  
**LOOK POZNAN**  
Poznań (Poland)  
[www.look.mtp.pl](http://www.look.mtp.pl)

**6-7**  
**BEAUTY VISION**  
Poznań (Poland)  
[www.beautyvision.mtp.pl](http://www.beautyvision.mtp.pl)

**6-7**  
**LOVE BEAUTY**  
Ljubljana (Slovenia)  
[www.sejemkozmetike.si](http://www.sejemkozmetike.si)

**6-7**  
**THE TOUCH OF PARIS**  
Belgrade (Serbia)  
[www.edsgroup.net](http://www.edsgroup.net)

**6-8**  
**COSMOBEAUTY**  
Barcelona (Spain)  
[www.cosmobeautybarcelona.com](http://www.cosmobeautybarcelona.com)

**6-8**  
**INTERCOIFFURE SPRING**  
**ATELIER**  
Memphis (USA)  
[www.intercoiffure.com](http://www.intercoiffure.com)

**6-8**  
**BEAUTY TRADE SPECIAL**  
Jaarbeurs Utrecht  
(The Netherlands)  
[www.beautytradespecial.nl](http://www.beautytradespecial.nl)

**7**  
**TRENDS OF BEAUTY**  
Graz (Austria)  
[www.trendsofbeauty.at](http://www.trendsofbeauty.at)

**10-11**  
**LUXE PACK SHANGHAI**  
Shanghai (China)  
[www.luxepackshanghai.com](http://www.luxepackshanghai.com)

**11-13**  
**ESTET BEAUTY EXPO**  
Kiev (Ukraine)  
[www.beautyexpo.com.ua](http://www.beautyexpo.com.ua)

**13-14**  
**COSMETICA STUTTGART**  
Stuttgart (Germany)  
[www.cosmetica.de](http://www.cosmetica.de)

**13-14**  
**GUT ZU FUSS STUTTGART**  
Stuttgart (Germany)  
[www.cosmetica.de](http://www.cosmetica.de)

**13-15**  
**BEAUTY FORUM GREECE**  
**SPRING**  
Athens (Greece)  
[www.beautygreece.gr](http://www.beautygreece.gr)

**13-16**  
**HAIR BRASIL**  
São Paulo (Brazil)  
[www.hairbrasil.com](http://www.hairbrasil.com)







**15-17**  
**BEAUTYWORLD MIDDLE EAST**  
Dubai (United Arab Emirates)  
[www.beautyworldme.com](http://www.beautyworldme.com)

**18-20**  
**COSMOBEAUTÉ VIETNAM**  
Ho Chi Minh City (Vietnam)  
[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

**18-20**  
**INTERCHARM PROFESSIONAL**  
Moscow (Russia)  
[www.intercharm.ru](http://www.intercharm.ru)

**21-24**  
**IRAN BEAUTY & CLEAN**  
Tehran (Iran)  
[www.expoaresa.com](http://www.expoaresa.com)

**MAY**

**6-7**  
**BEAUTY & SPA EXPO**  
New Delhi (India)  
[www.beautyandspaexpo.com](http://www.beautyandspaexpo.com)

**6-8**  
**SHANGHAI INTERNATIONAL BEAUTY EXPO**  
Shanghai (China)  
[www.chinainternationalbeauty.com](http://www.chinainternationalbeauty.com)

**9-11**  
**COSMOBEAUTY SEOUL**  
Seoul (Korea)  
[www.cosmobeautyseoul.com](http://www.cosmobeautyseoul.com)

**10-12**  
**BEAUTY WORLD**  
Tallinn (Estonia)  
[www.ilumess.ee](http://www.ilumess.ee)

**12-15**  
**INTERNATIONAL BEAUTY EXPO**  
Kuala Lumpur (Malaysia)  
[www.ibe.my](http://www.ibe.my)

**13-15**  
**BEAUTYWORLD JAPAN**  
Tokyo (Japan)  
[www.beautyworldjapan.com](http://www.beautyworldjapan.com)

**15-16**  
**EXPO BELLEZA**  
Monterrey (Mexico)  
[www.expobellezamonterrey.com](http://www.expobellezamonterrey.com)

**15-16**  
**LUXE PACK NEW YORK**  
New York (USA)  
[www.luxepacknewyork.com](http://www.luxepacknewyork.com)

**18-19**  
**BEAUTY FORUM LEIPZIG**  
Leipzig (Germany)  
[www.beauty-fairs.de](http://www.beauty-fairs.de)

**18-20**  
**BEAUTY FORUM MACEDONIA SUMMER**  
Thessaloniki (Greece)  
[www.beautygreece.gr](http://www.beautygreece.gr)

**19**  
**BS CONGRESS**  
Deauville (France)  
[www.bscongress.fr](http://www.bscongress.fr)

**20-22**  
**CHINA BEAUTY EXPO**  
Shanghai (China)  
[www.chinabeautyexpo.com](http://www.chinabeautyexpo.com)

**26-27**  
**AFRO HAIR & BEAUTY LIVE**  
London (UK)  
[www.afrohairshow.com](http://www.afrohairshow.com)

**28-31**  
**SIBBEAUTY**  
Novosibirsk (Russia)  
[www.sibbeauty.ru](http://www.sibbeauty.ru)

**29-31**  
**PHIL BEAUTY**  
Pasay City (Philippines)  
[www.philbeautyshow.com](http://www.philbeautyshow.com)

**30-2**  
**BEAUTY SHOW KRASNODAR**  
Krasnodar (Russia)  
[www.beautyshow.ru](http://www.beautyshow.ru)

**JUNE**

**1-3**  
**PREMIERE ORLANDO**  
Orlando (USA)  
[www.premiereorlandoshow.biz](http://www.premiereorlandoshow.biz)

**2-3**  
**EBIO**  
Guadalajara (Mexico)  
[www.ebio.mx](http://www.ebio.mx)

**5-6**  
**COSMETIC BUSINESS MUNICH**  
Munich (Germany)  
[www.cosmetic-business.com](http://www.cosmetic-business.com)

**5-6**  
**SIMPPAR**  
Paris (France)  
[www.simppar.fr](http://www.simppar.fr)

**8-10**  
**HAIR EXPO AUSTRALIA**  
Melbourne (Australia)  
[www.hairexpoaustralia.com](http://www.hairexpoaustralia.com)

**9**  
**NORDIC HAIR AWARD**  
Copenhagen (Denmark)  
[www.nordichairawards.com](http://www.nordichairawards.com)



**9**  
**PROFESSIONAL BEAUTY BELFAST**  
Belfast (UK)  
[www.professionalbeauty.co.uk](http://www.professionalbeauty.co.uk)

**10**  
**HAIR EXPO AWARDS GALA**  
Melbourne (Australia)  
[www.hairexpoaustralia.com](http://www.hairexpoaustralia.com)

**12-14**  
**COSMOPROF INDIA**  
Mumbai (India)  
[www.cosmoprof.com](http://www.cosmoprof.com)

**13-16**

## MOROCCO BEAUTY EXPO

Casablanca (Morocco)  
[www.moroccobeautyexpo.com](http://www.moroccobeautyexpo.com)

**15-17**

## SALON LOOK CHILE

Santiago (Chile)  
[www.ifema.es/ifemainternacional\\_01/FerIASenelExtranjero/Salon-LookSantiagoChile](http://www.ifema.es/ifemainternacional_01/FerIASenelExtranjero/Salon-LookSantiagoChile)

**15-17**

## IBS LAS VEGAS

Las Vegas (USA)  
[www.ibslasvegas.com](http://www.ibslasvegas.com)

**20-21**

## INNOCOS WORLD

Dubrovnik (Croatia)  
[www.innocossummit.com](http://www.innocossummit.com)

**20-22**

## BEAUTY EURASIA

Istanbul (Turkey)  
[www.beautyeurasia.com](http://www.beautyeurasia.com)

**26-28**

## IN COSMETICS KOREA

Seoul (Korea)  
[www.korea.in-cosmetics.com](http://www.korea.in-cosmetics.com)

**29-30**

## COSMETICA FRANKFURT

Frankfurt (Germany)  
[www.cosmetica.de](http://www.cosmetica.de)

**JULY**

**28-30**

## COSMOPROF NORTH AMERICA

Las Vegas (USA)  
[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

**SEPTEMBER**

**7-10**

## BEAUTY FAIR

São Paulo (Brazil)  
[www.beautyfair.com.br](http://www.beautyfair.com.br)

**14-16**

## MCB BY BEAUTÉ SÉLECTION

Paris (France)  
[www.mcbbybeauteselection.com](http://www.mcbbybeauteselection.com)

**20-22**

## BEAUTYDAYS POLAND

Warsaw (Poland)  
[www.beautydays.pl](http://www.beautydays.pl)

**OCTOBER**

**5-7**

## SALON INTERNATIONAL

London (UK)  
[www.salonexhibitions.co.uk](http://www.salonexhibitions.co.uk)

**18-20**

## SALON LOOK INTERNACIONAL

Madrid (Spain)  
[www.salonlook.ifema.es](http://www.salonlook.ifema.es)

**27-29**

## EXPO BEAUTY SHOW

Ciudad de México (Mexico)  
[www.expobeautyshow.com](http://www.expobeautyshow.com)

**NOVEMBER**

**12-15**

## COSMOPROF ASIA

Hong Kong (HK)  
[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

**2020**

**JANUARY**

**25-27**

## ISSE

Long Beach, California (USA)  
[www.probeauty.org/isse](http://www.probeauty.org/isse)

**FEBRUARY**

**24-26**

## BEAUTY ASIA

Singapore  
[www.beautyasia.com.sg](http://www.beautyasia.com.sg)





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