



XVIII International Perfumery & Cosmetics Exhibition
October 26–29, 2011 | Moscow, Russia
Crocus Expo, Pavilion 3, Halls 13, 14, 15

Organizer: Reed Exhibitions

Web: www.intercharm.ru

PRESS-RELEASE

The new season of beauty: the largest perfumery and cosmetics exhibition in Russia, CIS and Eastern Europe InterCHARM run in Moscow

- *The ideal place to multiply business opportunities: share experience, find new partners and enlarge business scope;*
- **928 exhibitors from 27 countries presented more than 3000 beauty brands;**
- **51 681 visitors;**
- *25 educational and show events for all market specialists in the framework of the exhibition;*
- **Debut at InterCHARM:** *Supplier meets the retail chains trade forum, Congress on podology, "Industry of beauty and cosmetics: trends and innovations" seminar, Forum "Cosmetology: paramedical personnel", International Competition for eyelash extension professionals, "Style and the City" fashion show;*
- *More than 3000 master-classes at stands;*
- *First mobile application for iPhone and iPad users*



Beauty has no boundaries. Throughout many centuries women and men were interested in all that makes us more beautiful and charming. Our ancestors kept special recipes from generation to generation and searched beauty novelties. For the last 18 years InterCHARM is the ideal place to test and try all Russian and global novelties in one meeting place.

While Western European perfumery and cosmetics industry did not show radical growth during a relatively long time, Russian consumers continued to spend money on perfumery and cosmetics even during the recession. The market has reached \$10,6 bln in 2010 and will annually grow 10% in the next 5 years. According to Euromonitor, Russia remains one of the favorable destinations for cosmetic industry investments.

Unlike INTERCHARM professional in April, dedicated to professional cosmetics and equipment for beauty salons, InterCHARM in October is the unique opportunity to observe all brands in the following sectors:

- Perfumery and cosmetics
- Hairdressing
- Nail Service
- Beauty Salon and Institute, SPA
- **BIO:** natural and organic beauty products,
- **FARMA+BEAUTY:** beauty and health products
- **ZOOM:** innovative and niche products
- Novelties gallery
- National Pavilions of international manufacturers
- **InterCHARMpack:** manufacturers and suppliers for packaging
- **FormulAction:** area for manufacturers and distributors of raw materials and ingredients

■ New brands and features on a larger scale in 2011!

It's not an easy task to surprise a sophisticated show audience: **51 681** cosmetologists, hairdressers, nail specialists, massage therapists, make-up artists, beauty salons' managers, perfumery and cosmetics retail chains' executives, pharmacists, marketing and purchase managers attended (+2% compared to 2010), but every year InterCHARM surpasses all expectations!

928 exhibitors from 27 countries displayed 3000 star and new innovative cosmetic brands during four days! Bulgaria, China, France, Germany, Italy, Poland, South Korea, Spain, and Taiwan presented cosmetics novelties within national pavilions. National pavilion of Israel was organized for the first time with the support of The Israel export and international cooperation Institute.

The majority of exhibitors are satisfied with show results and actively rebook for 2012! Here are just some first comments of exhibiting companies:

This InterCHARM was a five for us! All compounds of success coincided: sufficient staff actions, successful negotiations, considerable quantity of visitors at stand, high professionalism of show organization and running. For us it's very important to know that the organizers are not a faceless holding but the people we know, our partners and friends ready to help in any situation. **[Miroedova I, Phitogen, brands Pro:Anthox, Sculptura]**

This edition went as well as the spring one. Special thanks for the Golden Medal awarded to our company – I do hope this will help us to promote our Japan beauty deserts in Russian market. **[M. Tuzov, KANSAI, Orihiro brand]**

It was our first time at InterCHARM, and the impression is very positive: we signed two perspective long-term agreements with strategic partners. **[N. Podobin, Satura Centr, brand GZ Laboratories]**

We've been participating for the 5 years and plan to exhibit in 2012. Up to 90% of contacts at stands are business ones – exactly what we were looking for. **[A. Kitchina, OLGA company, brands Sauvage, Veique]**

Participate in InterCHARM since its launch, only a disaster could prevent us from not exhibiting again! **[K. Leszczewicz, HeinzGlas Dzialdowoj]**



Thanks to InterCHARM we acquire new clients, business partners, have the opportunity to present novelties, sophisticated stands and unbeatable master-classes. *[V. Vasilevskaya, Belli Capelli]*

■ Extensive exhibition program included educational and business events, trainings, master-classes and fascinating shows

A new trend event for over 50 leading journalists, key beauty-bloggers, main trendsetters and fashion experts a round table **Industry of beauty and cosmetics: trends and innovations** just in three hours gave all the picture of Russian beauty industry and added a real value to the exposition. Representative of Nielsen Russia unveiled facts and figures of Russian cosmetics market today; Olga Timofeitcheva from Step by Step reported about tendencies in luxury and premium segments, Anna Dycheva from Reed Exhibitions – about niche products, while Tatyana Puchkova (Russian perfumery and cosmetics association) told about fashionable ingredients in cosmetics. Elena Aleksandrova (Project 21) made a presentation about influence of cosmeceuticals, nutraceuticals and modern innovations on a woman style.

Every year exhibition's organizers undertake the task of bringing together beauty professionals and increasing profitability for the exhibitors. On October 27 for the first time InterCHARM shared stage with specialized **Trade Forum Supplier meets the retail chains and Buying Center for chains**, supported by Russian Association of pharmacy chains and Association of retail trade companies and organized by Imperia company. The program of the conference session was carefully prepared in accordance with the results of detailed survey of some 400 market players. Today Russian retail chains are interested in new suppliers of drogerie segment. Ilya Belonovskiy, CEO of AKORT, said that the end of 2011 and the beginning of 2012 is a good time to start up working with retail chains. The low retail consolidation and the dramatic rise of consumer activity in Q3 of 2011 led to the profitable situation for the suppliers.



Trade Forum and Buying Center welcomed more than 350 business owners, sales and managing directors of manufacturing and supplying companies from perfumery, cosmetics and home care products industry from 27 cities of Russia, Germany, Ukraine, Belorussia, and Kazakhstan. Every delegate had up to 25 negotiations about procurements with purchasers of 28 international, federal and regional retail chains among which Cash&Carry, Lenta, O'Key, Magnit Cosmetics, X5 Retail Groups, Podruzhka, Yuzhnyi Dvor, drugstore chains A5, Nevis and others. High efficiency of the Forum and Buying Center is clearly confirmed by the number of total negotiations that buyers considered as successful: up to 50% of all meetings have developed into perspective collaboration between a supplier and a buyer.

Besides those new events InterCHARM Buyer Program, aimed at attracting the executives of wholesale and retail companies, perfumery and cosmetics retail chains, pharmacies from Russia and CIS countries as VIP-buyers, welcomed hundred of professionals in 2011.

The first educational program for chiropodists, orthopaedists and pedicure technicians as well as for all specialists interested in professional and modern approach to problems of feet was launched at InterCHARM. International **Congress on podology** united best experts and participants from Russia, Ukraine, Latvia, Israel, Sweden, Estonia for exchange of knowledge and experience in one of the most

quickstepping areas of cosmetology and the most profitable salon procedure of nowadays. The award for the professional care for people suffering from allergy went to Elena Kosova in the framework of Fast Foot competition.

Alternative medicine and practice in beauty salons seminar and Forum **Cosmetology: paramedical personnel. Minimal stakes and huge gains** contributed to educational program and let industry professionals acquire new knowledge and improve their skills.

Among other key educational events of InterCHARM were **Independent Russian hairdressing championship** organized by Constanta Group of companies, **International SPA massage championship**, **All-Russian Convention of Beauty Salons**, **Nail Service School** (all organized by ExpoMediaGroup Staraya Krepost).

InterCHARM show program is always a real festival of style and beauty, where hairdressers, makeup artists, stylists, nail specialists demonstrate professional skills to visitors.



Bright **Style and the city** show let every guest plunge into atmosphere and process of a fashion show and its backstage at the same time. Stylists (Keune и Rene Furterer), make-up artists (MAC and Jane Iredale) and designers worked together on the performance stage to create an image of a modern stylish woman. Professional models (President agency) demonstrated clothes of well-known Russian designers Elena Teplitskaya and Dasha Gauzer.

Colibri Fest – 1st International Competition for eyelash extension welcomed professionals from six Russian cities and presented splendid artworks in Individual Lash Application, 3D-Lashes, and “Look, Style, Fashion” nominations. Money raised through the Competition was donated to “Grant Life” Charity Foundation aimed at help to children with oncology diseases.



Russian nail sculpture championship InterNailCHARM organized for the past 12 years is an independent championship between the strongest professionals in nail services industry in Russia. In 2011 during 2 days its participants presented new styles and trends. Two specialists Natalia Nazgaidze and Maria Divova were granted with trip to prestigious nail competition in Duesseldorf.

The leading professional event for hairdressers and stylists **You.Prof.Show.2011** run on a Main stage of InterCHARM on October 28 with a great success. Since 2002 You.Prof.Show has been representing open master-classes and workshops of the leading professional hair care and styling brands and their top-stylists. In 2011 trendsetters of **Keune**, **Cutrin**, **Periche Profesional**, **Eugene Perma**, **Schwarzkopf Professional**, **L’Oréal Professionnel**, **Revlon**, **American Crew** surprised and inspired their guests one by another.



■ And the winner is...

InterCHARM keeps up to traditions and annually points out the exhibitors which made the most significant input into development of Russian perfumery and cosmetics market. This year nine companies were chosen and awarded for Golden Medal of InterCHARM.

1. **Salonnaya Kosmetika** for active development of national market for cosmeceutics
2. **Constanta Group of companies** for the opening of new talents in hairdressing
3. **Galateya** for the development of Russian market for medical and cosmetology equipment
4. **Gran Vie** for the considerable input in nail service development
5. **Campo Research** for innovative approach to raw materials development for perfumery and cosmetics
6. **KANSAI** for active distribution of innovative products
7. **The Israel Export & International Cooperation Institute** for substantial input into development of trade relations between two countries
8. **ExpoMediaGroup Staraya Krepost** for the reliable partnership in the field of development of training and information programs for beauty industry
9. **Welonda** for the best stand design



Summer survey of some 1500 InterCHARM visitors shown that 37% of attendees are iPhone and iPad users. For that sophisticated part of audience the organizers introduced the **first mobile application "InterCHARM on the palm"**. Available in app store for free under the direct link <http://itunes.apple.com/us/app/id474319558?ls=1&mt=8> the application helped to get ones familiar with companies and their brands and plan visit beforehand effectively.

See you in 2012 at INTERCHARM professional (April 19-21) and InterCHARM (October 24-27)!



InterCHARM is one of 10 leading cosmetics trade shows of Reed Exhibitions – the world's leading event organizer in 44 sectors of economy. Other cosmetics events organized by RX: in-cosmetics, InterCHARM Milano, Salon International (London). More than 2700 employees & promoters in 65 countries provide support of the companies in their export initiatives.

The latest news and market overviews are always available in **CosmeticsRussia.livejournal.com blog** and **Cosmetics In Russia group in LinkedIn** – the best source of information 365 days per year: learn how this market can be profitable for you!

www.intercharm.ru

Press contact: Marina Osadchaya

T. +7 (495) 937 6861 ext. 132
E: marina.osadchaya@reedexpo.ru

For more information on participation or attending contact:

Moroz Daria, E: daria.moroz@reedexpo.ru
Zelenina Elena, E: elena.zelenina@reedexpo.ru

T: +7 (495) 937-6861 | F: +7 (495) 937-6862