

BEAUTY

COSMETOLOGY · PROFESSIONAL COSMETICS
HAIRDRESSING · NAIL SERVICE · NATURAL COSMETICS
EQUIPMENT FOR BEAUTY SALONS AND CLINICS

IS OUR

PROFESSIONAL MAKEUP · ACCESSORIES FOR PROFESSIONALS
PERMANENT MAKEUP · AROMATHERAPY AND SPA · SOLARIUMS
MASTER-CLASSES AND CONFERENCES

DUTY

Join the beauty in 2020!

#1 professional beauty
industry's project in Russia and CIS

About

THE LEADING PROFESSIONAL SHOW ON SPRING-SUMMER SEASON IN RUSSIA & CIS

Being **the largest in Russia and CIS** specialized exhibition for beauty professionals and beauty salon business, INTERCHARM professional combines **exposition** of domestic and foreign developments in the fields of professional cosmetics and cosmetology, nail service, hairdressing, makeup, dermatology, aesthetic medicine, trichology, podiatry and permanent makeup, and **professional program** – conferences, workshops and championships. This is one of three Russia's most known beauty shows under INTERCHARM brand.

Brands and services represented during three show days immediately become available to customers in beauty salons, clinics, nail studios, spas and private masters' offer. INTERCHARM professional is an annual **must-attend event** for professional dialogue between manufacturers, distributors, business owners and industry professionals. Knowledge at INTERCHARM professional is unique and first-hand only!

High organizational standards together with professional program approach and worldwide experience of Reed Exhibitions make INTERCHARM professional **the leading beauty project on spring-summer seasons** for the thousands of professionals from across the region.



Show profile

PROFESSIONAL BEAUTY UNIVERSE: 2 EXHIBITION HALLS OF CROCUS EXPO, THE LARGEST RUSSIA'S EXHIBITION CENTER

Cosmetology & Equipment (Hall 14)

- Cosmetology
- Equipment, furniture and accessories for beauty salons and studios
- Permanent make-up
- Solariums and tanning
- Aromatherapy and spa



Nail Service, Hairdressing & Visage (Hall 15)

- Professional cosmetics
- Green Corner: Natural cosmetics (special section)
- Cosmetology
- Hairdressing
- Nail service
- Professional make-up



Accelerating target audience growth



- Special ticket price
- Official catalogue (printed copy)
- Onsite handling service
- Guided tour with expert
- Access to Mentorship Lounge

NEW GENERATION OF BEAUTICIANS TO DISCOVER THE MARKET

Program elaborates with the training centers throughout Russia. The official license for cosmetology education is required during the authorization process. More than 100 authorized centers involved. 4 excursions provided during the INTERCHARM Professional 2019 for more than 120 visitors.



Accelerating target audience growth



- Personal assistant prior to the show
- VIP entrance to show halls
- Premium card for access to VIP Lounge
- Special offers for employees
- Access to the online forum for executives from different cities
- Exclusive webinars for business and personal development
- Free delivery of a specialized magazine on beauty industry for business
- Special offers from InterCHARM partners

PREMIUM PROGRAM FOR TOP MANAGEMENT OF RUSSIA'S BEAUTY SALONS

Authorized executives take advantage from the largest project of the beauty industry and INTERCHARM partners throughout the year.

159 delegated on conference Business Cases for top managers of clinics and salons.



2019 Results

450+ exhibiting companies from 16 countries: Germany, Russia, Egypt, Israel, Italy, China, Republic of Korea, Malaysia, Pakistan, Poland, Russia, United States of America, Thailand, Ukraine, South Africa, Japan

103 international participating companies

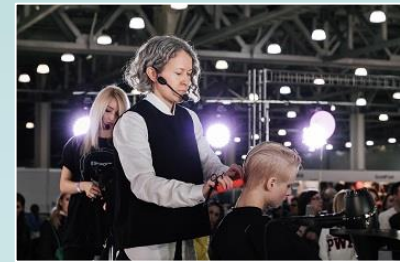
40 000+ unique professional visitors

13 full-scaled onsite professional events

Non-stop on-stand master-classes

Hundreds of international experts, influencers and bloggers.

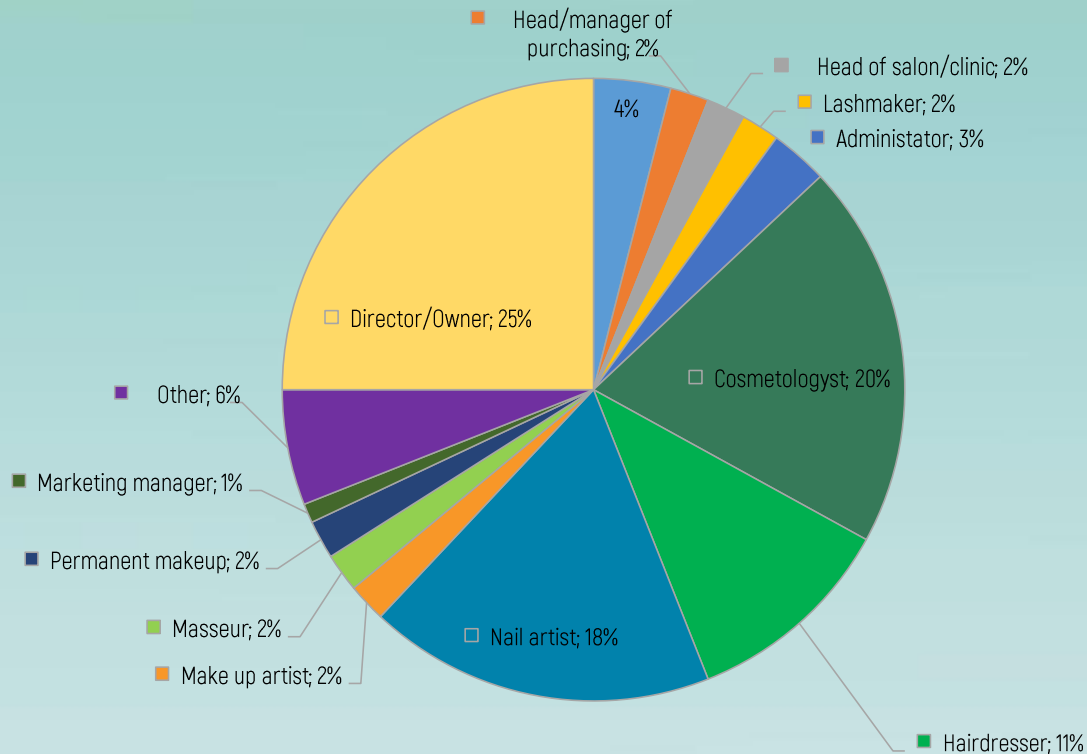
Premieres: a forum on trends, distribution and brand building in the professional / salon cosmetics, aesthetic medicine and cosmetology market Prof Beauty Brand, permanent makeup workshops, education course on SPA Cosmetology, master classes in hairdressing.



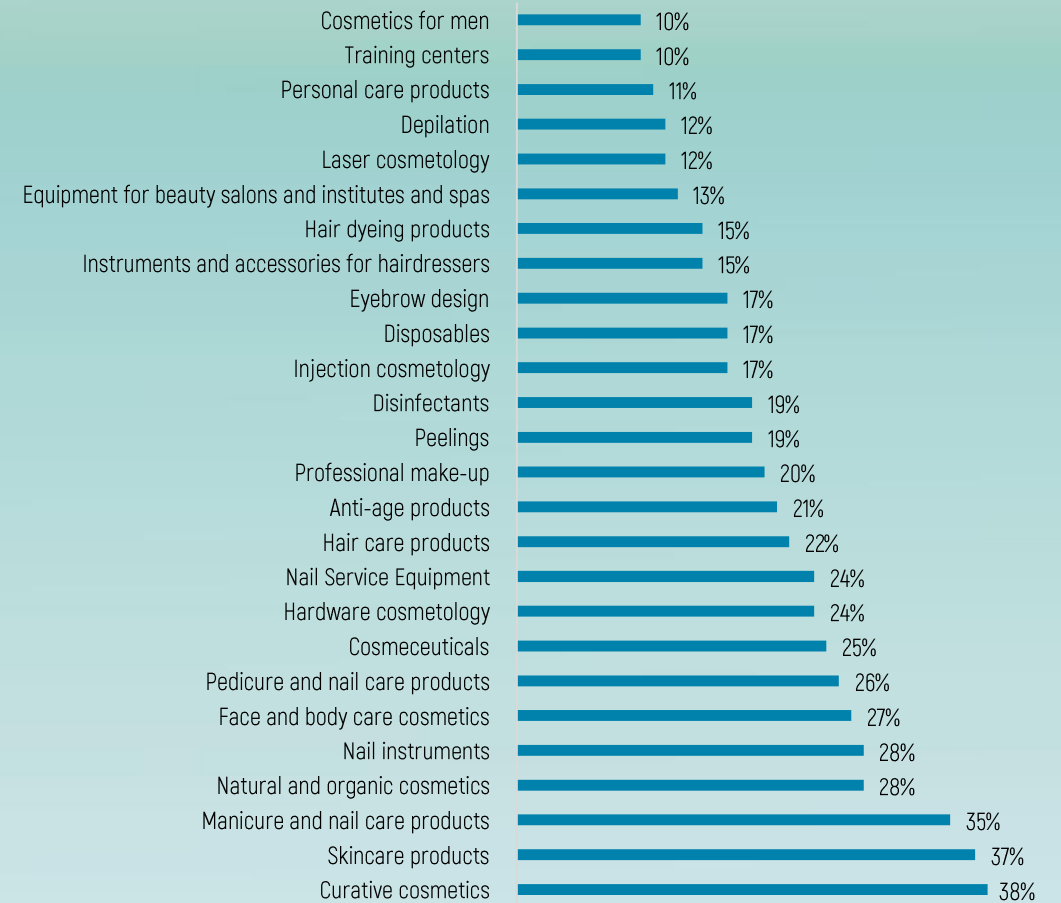
2019 Visitors

40 000+ UNIQUE PROFESSIONALS ONSITE

Job titles

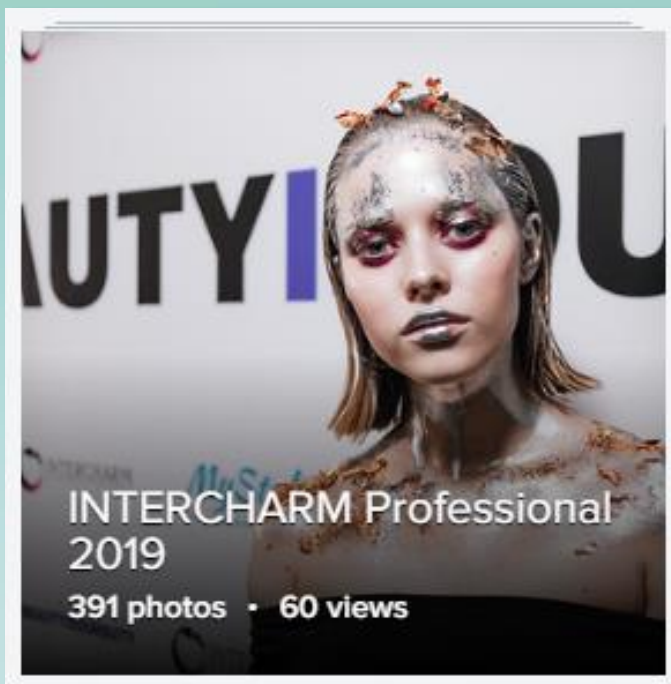


Top visitors' interests



2019 Photo & Video

Photo



Video





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Contact us!

intercharm@reedexpo.ru

7 (495) 937 6861

www.intercharm.ru