

The latest in aesthetics, in Cosmobelleza & Wellness 2010

- ***Cosmobelleza & Wellness 2011 will be held in February 26 to 28, 2011***
- ***More than 80,000 professionals have attended the last edition of the Salon which closed its doors on last Monday***
- ***With over 300 exhibitors, visitors have had access to the latest in hairdressing, aesthetic and wellness.***

Barcelona, April, 20th, 2010.- More than 80,000 professionals visited this weekend the 16th edition of Cosmobelleza & Wellness, the International Exhibition of Hairdressing, Aesthetic and Wellness has been open until Monday March 8 at the Fira de Barcelona Gran Via (M2). Following the success of this call, the organization has already set a date for the next edition of this event which will take place on February 26, 27 and 28, 2011.

The main developments in the field of hairdressing, aesthetic and wellness have been submitted by the hand of the more than 307 exhibitors who participated in the latest edition of Cosmobelleza & Wellness. This meeting point for professionals in the beauty in our country has once again been a success, achieved in the last two years of crisis generate business for exhibitors and give opportunities with new products and competitive prices for visitors.

Organized by Grupo Cosmobelleza, the 16th edition of this event was held on March, 6, 7 and 8 in the enclosure at the Fira de Barcelona Gran Via (M2). In addition to the novelties introduced by the hand of the biggest brands in the industry, the International Exhibition of hairdressing, aesthetic and wellness also provided a framework for the celebration of the Technical Hall for Hairdressing and Aesthetics, SPA & Wellness Conference, the XXIV Aesthetic Congress, the III Hairdressing Congress, the XVII Body Make-up Contest, the Business Rounds and the Barcelona Hair Fashion hairdresser catwalk which is open to all visitors of this professional event.

Releases in aesthetic and cosmetic

This year the professional aesthetic sector has been able to approach innovation in the hands of some of the pitches presented in the Hall. Like this, for example, the equipment of effect reducing and firming was present with the latest equipment cavitations, RF and virtual mesotherapy, among other technologies. Also it is necessary to emphasize the hair removal equipment, which has enjoyed a prominent role with the latest innovations in laser and IPL.

For its part, the Bio and the natural cosmetics have also received their own space and with a greater presence than in previous editions, which reflected the growing interest from consumers for such products.

With respect to the techniques manuals, the diverse schools have left patent that the traditional therapies, like the chiromassage or the lymphatic drainage manual, continue being applied due to the effectiveness of their results. To these they are added others of more recent appearance, like the technique of noninvasive lipo-reduction manual, to end those centimeters of and more reaffirming the areas that it need.

In cosmetics and facial treatments, the protocols anti-aging lifting effect continue being those that monopolize more launchings on the part of the brands, as much in cosmetic as in equipment.

The latest trends in makeup and nails

During the three days also they have been possible to observe the tendencies in make up that will mark these next seasons. Thus, the citric and acid tones will be a safe bet during the season spring-summer 2010. These tonalities, which appeared in the footbridges worldwide, arrive now at the final public. The lips give, then, the protagonist to the glance that during the day is emphasized with mentioned ranges of colors.

For evening, the brands continue betting by the tendency smoky (become blurred in black tones).

The corporal make-up also had a large presence in Cosmobelleza & Wellness 2010 and has had very different reasons (ethnic-inspired, animal, geometric, glass, etc.). Undoubtedly the most spectacular event was the Body Make-up Contest that attracted several proposals during the final day of the fair.

As for nails, the two dominant trends that have been in the contest are gel nails and stiletto. So on the one hand, there have been colored gels, and also the gel to lengthen the natural nail. This technique is highly valued by the natural nail technicians offering and also the speed in implementation. For its part, the stiletto, another trend star, bet on a peak-shaped nails, highly stylized, which extend the hand optimally.

Business Rounds

For the fourth consecutive year they conducted the Business Rounds. This year we again have the participation of more than 35 dealers from around the world, with prominent participation of countries like Colombia, Greece, India, Ireland, Italy, Portugal, Morocco and Ukraine.

The participation of manufacturers, with over 70 registrations, consolidates this initiative of success.

They were administered more than 800 meetings; the outcome is satisfactory, as much for the distributor as for the manufacturer, since it is allowing them to make businesses in the short and mid term.

Bet by the formation

In addition to the novelties and makeup trends, the aesthetic sector has also seen in Cosmobelleza this year a large number of parallel activities focused on training. The success of the Aesthetics Congress, Technical Hall for Aesthetics, one of the main novelties of this year at the Salon or SPA & Wellness Conference reflected in the words of Jordi Julve that "the improvement of training and development of new ideas and techniques remains a priority for the profession." "We believe in training as a tool for professional success and our commitment to it remains strong," In short, a philosophy that extends over 365 days a year, through the different headboards of the Grupo, Tocado, Vida Estética-Les Nouvelles Esthétiques, the www.cosmobelleza.com portal, the Online Fair and the continued work of all in Grupo Cosmobelleza with the professional beauty sector.

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