

THE TRENDS IN HAIRDRESSERS, IN THE LATEST EDITION OF COSMOBELLEZA & WELLNESS

- **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.

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.

This year the professional hairdressing sector has been able to approach innovation in the hands of some of the pitches presented in the Hall. Like this, for example, note that some major firms have surprised the visitors with a capillary lifting, shampoo of gold, or the ultimate the permanent colour without ammonia.

Jordi Julve, Director General of Grupo Cosmobelleza, said: "This year, more than ever, the exhibition area has been representing the sector, with a wide range of companies involved in hair cosmetics, tools, furniture, Extensions and all kinds of accessories for the hair, of which the practitioner has been able to meet its innovations and services."

In addition, professionals have also seen the latest trends in hairstyles, colours and cuts in hairdressing shows that have taken place in **Barcelona Hair Fashion**. From Saturday afternoon until Monday, all visitors of this event have had the opportunity to witness the ultimate in creativity and fashion for hair from the hand of leading brands in the sector and some of the most cutting-edge creative teams on the national scene. As in previous editions, the catwalk became the perfect setting to capture current trends in hairdressing. Short styles continue to gain positions in a context in which the search for personalization remain upward. And, while the colour works in a chromatic range of natural origin, the textures become exaggerated, frothy and almost impossible.

We were able to count with the performance of Nuria Capdevila and Jose Ventura of the hand of Sangrá, Salerm Cosmetics with Pelsynera, Polopelo and W4Y Eternian for Matrix, Cazcarra, Cordero, Grupo Macomaco for Kosswell and Ramiro Mata.

In addition took place the ceremony of the Despuntan Awards, organized by the Tocado magazine in recognition of the new Spanish generations of hairdressing and subsequent gala was held with the winners of Despuntan in the previous edition.

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.

Bet by the formation

In addition to the novelties and trends, the hairdressing sector has also seen in Cosmobelleza this year a large number of parallel activities focused on training. Success in the **Classroom Workshops**, the **Congress Professional Hairdressing** and **Technical Hall for Hairdressing**, as well as the professional meetings between companies and distributors around the world that have occurred in the **Business Rounds**, reflect the efforts of all the agents to impel the sector from all aspects.

Over 120 hairdressers from Spain and Portugal are participating in the workshops offered, which shows, 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," added the person in charge of the fair. 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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